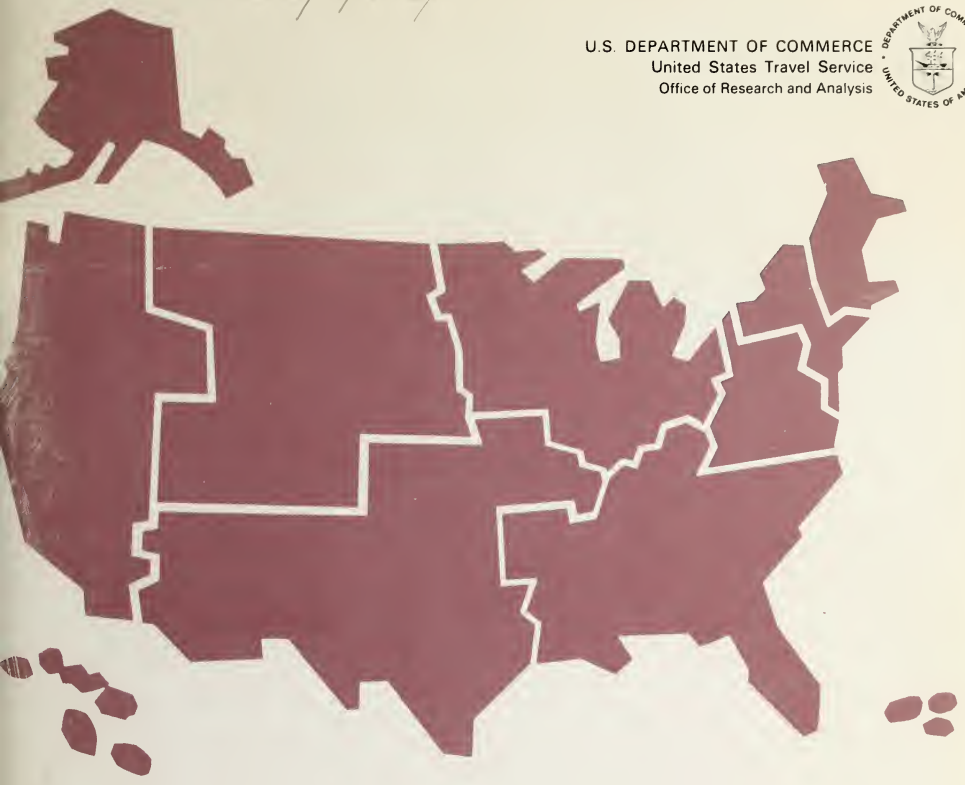


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U.S. DEPARTMENT OF COMMERCE  
United States Travel Service  
Office of Research and Analysis



**VACATION  
TRAVEL  
BY CANADIANS  
IN 1975**  
**IN THE UNITED STATES**  
**VOLUME 1**  
**SUMMARY REPORT**





# **VACATION TRAVEL BY CANADIANS IN 1975**

## **IN THE UNITED STATES VOLUME 1**

A study of Canadian vacation patterns:  
Characteristics of travelers and trips to each  
of the nine regions of the U.S.  
as well as to the U.S. as a whole.

Conducted by  
Traveldata International

Sponsored by  
the United States Travel Service,  
the Canadian Government Office of Tourism,  
the Ministry of Transport (Canada)  
New Brunswick Department of Tourism

and  
the Montreal Star, Ltd.

December, 1976



# Table of Contents

	Page
SECTION I. HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975 .....	1
A. Introduction .....	1
B. Methodology .....	1
C. Highlights of the Findings .....	2
SECTION II. CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1975 .....	7
A. Canadian Vacations and Trips .....	7
1) Incidence of Vacation Travel .....	7
2) Reasons For Not Traveling .....	8
3) Attitudes Toward Vacation Among Non-Travelers .....	9
4) Frequency of Canadian Vacation Travel .....	10
5) Destination of Canadian Vacation Travelers .....	11
6) Destinations Within The United States .....	12
7) Canadian Vacation Expenditures .....	13
8) Expenditures Per Vacation Party .....	14
9) Expenditures By Type of Traveler .....	15
B. Traveler Characteristics .....	15
1) Residence of Canadian Vacationers .....	15
2) Residence of Auto Vacationers .....	17
3) Residence of Air Vacationers .....	18
4) Size of Community of Residence .....	19
5) Language Spoken .....	20
6) Type of Dwelling Occupied/Ownership .....	21
7) Sex .....	23
8) Age .....	24
9) Marital Status .....	25
10) Education .....	26
11) Occupation of Head of Household .....	27
12) Family Income .....	28
13) Family Composition .....	29
C. Trip Characteristics .....	30
1) Purpose of Trip/Party Size .....	30
2) Mode of Transportation .....	32
3) Destination by Mode .....	33
4) Use of Package Tours .....	34
5) Seasonality .....	35
6) Accommodation .....	37
7) Length of Stay .....	38
8) Use of a Travel Agent .....	39
9) Decision Lead Time .....	40
10) Favorable Impressions of the U.S. ....	41
11) Unfavorable Impressions of the U.S. ....	42

TABLE OF CONTENTS - Cont'd.

TECHNICAL INDEX .....	43
APPENDICES .....	43
Section I - Canadian Vacations and Trips .....	47
Section II - Traveler Characteristics .....	63
Section III - Trip Characteristics .....	78

LIST OF CHARTS

Chart 1- Canadian Vacations and Vacation Trips .....	7
Chart 2- Reasons for Not Traveling in 1975 Among Non-Travelers .....	8
Chart 3- Attitudes Toward Vacation Travel Among Non-Travelers .....	9
Chart 4- Number of Vacation Trips Taken by Canadians Each Year .....	10
Chart 5- Destinations of Canadian Travelers (International and Domestic) .....	11
Chart 6- Canadian Vacation Trips .....	12
Chart 7- Canadian Vacation Expenditures .....	13
Chart 8- Canadian Vacation Travelers to the U.S. in 1975 By Residence .....	16
Chart 9- Canadian Vacation Travelers to the U.S. in 1975 By Residence of Auto Visitors .....	17
Chart 10- Canadian Vacation Travelers to the U.S. in 1975 By Residence of Air Visitors .....	18
Chart 11- Canadian Vacation Trips to the U.S. in 1975 By Size of City of Residence .....	19
Chart 12- Canadian Vacation Travelers to the U.S. in 1975 By Language Spoken .....	20
Chart 13- Canadian Vacation Travelers to the U.S. in 1975 By Type of Dwelling .....	21
Chart 14- Canadian Vacation Travelers to the U.S. in 1975 By Dwelling Ownership .....	22
Chart 15- Canadian Vacation Travelers to the U.S. in 1975 By Sex .....	23
Chart 16- Canadian Vacation Travelers to the U.S. in 1975 By Age .....	24
Chart 17- Canadian Vacation Travelers to the U.S. in 1975 By Marital Status .....	25
Chart 18- Canadian Vacation Travelers to the U.S. in 1975 By Education .....	26
Chart 19- Canadian Vacation Travelers to the U.S. in 1975 By Occupation of Head of House .....	27
Chart 20- Canadian Vacation Travelers to the U.S. in 1975 By Family Income .....	28
Chart 21- Canadian Vacation Travelers to the U.S. in 1975 By Family Composition .....	29
Chart 22- Canadian Vacation Travelers to the U.S. in 1975 By Purpose of Trip .....	31
Chart 23- Canadian Vacation Travelers to the U.S. in 1975 By Main Mode of Transport .....	32
Chart 24- Canadian Vacation Travelers to the U.S. in 1975 By Destination of Air Visitors and Auto Visitors .....	33
Chart 25- Canadian Vacation Travelers to the U.S. in 1975 By the Use of a Package Tour Among Users of Public Transportation .....	34
Chart 26- Canadian Vacation Travelers to the U.S. in 1975 By Seasonality (By Periods) .....	35
Chart 27- Canadian Vacation Travelers to the U.S. in 1975 By Seasonality (Quarterly) .....	36
Chart 28- Canadian Vacation Travelers to the U.S. in 1975 By Seasonality (By Month) .....	36
Chart 29 - Canadian Vacation Travelers to the U.S. in 1975 By Type of Accommodation .....	37
Chart 30- Canadian Vacation Travelers to the U.S. in 1975 By Length of Stay .....	38

## TABLE OF CONTENTS - Cont'd.

		Page
Chart 31-	Canadian Vacation Travelers to the U.S. in 1975 By Use of a Travel Agent .....	39
Chart 32-	Canadian Vacation Travelers to the U.S. in 1975 By Decision Lead Time To Visit the U.S. ....	40
Chart 33-	Canadian Vacation Travelers to the U.S. in 1975 By The Most Favorable Impressions of U.S. ....	41
Chart 34-	Canadian Vacation Travelers to the U.S. in 1975 By Unfavorable Impressions of U.S. ....	42

## LIST OF TABLES

Table 1. - Canadian Vacation Expenditures in the U.S. in 1975 .....	14
---------------------------------------------------------------------	----

## APPENDICES

### SECTION I. - CANADIAN VACATIONS AND TRIPS

I - A	Canadian Vacation Patterns, 1966 - 77 .....	47
I - B	Characteristics of Canadians Who Take Vacation Trips .....	48
I - C	Vacation Travel Projections .....	49
I - D	Destinations of Canadian Vacation Travelers, 1966 - 75 .....	50
I - E	Destinations of Canadian Travelers by Place of Residence, 1974 - 75 .....	51
I - F	Canadian Vacation Arrivals and Expenditures in the U.S., By Characteristics of the Travelers 1974 - 75 .....	52
I - G	Canadian Vacation Travel to Multiple Regions in U.S. in 1975 By Destination .....	60
I - H	Projected Expenditures .....	62
I - I	Canadian Vacation Party Expenditures .....	62

### SECTION II. - TRAVELER CHARACTERISTICS

II - A	Canadian Vacation Travel to the U.S. in 1975 By Place of Residence .....	63
II - B	Canadian Vacation Travel to the U.S. in 1975 By Size of City Residence .....	64
II - C	Canadian Vacation Travel to the U.S. in 1975 By Urban/Rural Residence .....	65
II - D	Canadian Vacation Travel to the U.S. in 1975 By Language Spoken .....	66
II - E	Canadian Vacation Travel to the U.S. in 1975 By Dwelling Ownership .....	67
II - F	Canadian Vacation Travel to the U.S. in 1975 By Type of Dwelling Occupied .....	68
II - G	Canadian Vacation Travel to the U.S. in 1975 By Sex .....	69
II - H	Canadian Vacation Travel to the U.S. in 1975 By Age .....	70
II - I	Canadian Vacation Travel to the U.S. in 1975 By Marital Status .....	71
II - J	Canadian Vacation Travel to the U.S. in 1975 By Education .....	72
II - K	Canadian Vacation Travel to the U.S. in 1975 By Occupation of Head of House .....	73
II - L	Canadian Vacation Travel to the U.S. in 1975 By Family Income .....	74
II - M	Canadian Vacation Travel to the U.S. in 1975 By Socio-Economic Level .....	75
II - N	Canadian Vacation Travel to the U.S. in 1975 By Family Composition .....	76
II - O	Canadian Vacation Travel to the U.S. in 1975 By Number of Adults From Own Household .....	77



TABLE OF CONTENTS - Cont'd.

SECTION III. -- TRIP CHARACTERISTICS		Page
III - A	Canadian Vacation Trips to the U.S. in 1975 By Purpose of Trip . . . . .	78
III - B	Total Canadian Vacation Travel By Main Purpose of Trip, 1967 - 75 . . . . .	80
III - C	Canadian Vacation Travel to the U.S. in 1975 By Purpose of Trip, Nights Spent in the U.S. . . . .	80
III - D	Canadian Vacation Travel to the U.S. in 1975 By Purpose of Trip, Nights and Month Trip Started . . . . .	81
III - E	Canadian Vacation Travel to the U.S. in 1975 By Total Adults in Party . . . . .	82
III - F	Total Canadian Vacation Travel By Main Mode of Transport, 1966 - 75 . . . . .	83
III - G	Canadian Vacation Trips to the U.S. in 1975 By Main Mode of Transport . . . . .	84
III - H	Characteristics of Canadian Vacation Air Travelers . . . . .	85
III - I	Canadian Vacation Trips to the U.S. in 1975 By Main Mode of Transport Month Trip Started and Nights on Trip . . . . .	86
III - J	Canadian Vacation Trips to the U.S. in 1975 Among Users of Public Transport . . . . .	87
III - K	Total Canadian Vacation Travel By Month Trip Started, 1966 - 75 . . . . .	88
III - L	Canadian Vacation Trips to the U.S. in 1975 By Seasonality of Trip (Quarterly) . . . . .	89
III - M	Canadian Vacation Trips to the U.S. in 1975 By Seasonality of Trip (Quarterly) . . . . .	90
III - N	Canadian Vacation Trips to the U.S. in 1975 By Seasonality of Trip (Monthly) . . . . .	91
III - O	Canadian Vacation Trips to the U.S. in 1975 By Type of Accommodation . . . . .	92
III - P	Canadian Vacation Trips, By Length of Stay and Areas Visited . . . . .	93
III - Q	Total Canadian Vacation Travel, By Length of Trip and Residence at Time of Trip, 1966 - 75 . . . . .	93
III - R	Canadian Vacation Trips to the U.S. in 1975 By Length of Stay . . . . .	94
III - S	Canadian Vacation Trips to the U.S. in 1975 By Length of Stay . . . . .	95
III - T	Canadian Vacation Travel to the U.S. in 1975 By Use of Travel Agent . . . . .	96
III - U	Canadian Vacation Travel to the U.S. in 1975 By Decision Lead Time . . . . .	97
III - V	Canadian Vacation Travel to the U.S. in 1975 By Favorable Impressions of the U.S. . . . .	98
III - W	Canadian Vacation Travel to the U.S. in 1975 By Unfavorable Impressions of the U.S. . . . .	99



# HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1975

## A. INTRODUCTION

This report provides an analysis of a survey entitled "Vacation Travel By Canadians in 1975" conducted by TRAVELDATA INTERNATIONAL for both the U.S. and Canada. The sponsors of the survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) The New Brunswick Department of Tourism; and (5) The Montreal Star Ltd.

The survey represents the tenth in an annual series of studies describing Canadian travel patterns and vacationer characteristics. This report incorporates series data, in some cases back to 1966, to facilitate trend analyses.

The report contains 10 volumes. Volume 1—**Summary Report**—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to the nine U.S. tourist regions.

Volume 1: **Summary Report** - United States.

Volume 2: **New England** - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway** - New Jersey, New York.

Volume 4: **George Washington Country** - Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South** - Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **Great Lakes Country** - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Mountain West** - Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West** - Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West** - Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands** - American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

## B. METHODOLOGY

This survey was based on a national probability sample involving 10,500 personal interviews with individuals 18 years old and over. The survey includes data on travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands), as well as to the U.S. mainland, to illustrate total Canadian vacation travel to the U.S.A.

**Limitations:** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

**Canadian Arrivals:** As may be noted, data on Canadian vacation arrivals in 1974 has been revised in this survey. Previous estimates of Canadian visitor arrivals were inflated due to the misinterpretation of survey complexities and weighting techniques. The correct estimation procedure has been applied to the 1974 data so as to produce more accurate estimates than were previously available. These estimates have been used in this survey.

## C. HIGHLIGHTS OF THE FINDINGS

### 1. Canadian Vacation Travel in 1975

- Vacation travel by Canadians increased significantly in 1975, in spite of uncertain economic conditions—59% of the Canadian population vacationed in 1975, an all-time high—reversing the slight downturn recorded in 1973 and 1974.
- The growth in Canadian vacation travel in 1975 was widespread. However, the most significant upturn occurred in two regions of Canada—the Atlantic Provinces and the Prairies—apparently a recovery from a year when travel was depressed due to fuel shortages.
- The extent of multiple-trip taking remained about the same as in 1974. Two out of three travelers continued to take only one vacation trip per year.
- In 1975, 41% of Canadian adults did not take a vacation trip and among them only 15% claimed a “lack of interest” as the main reason for not traveling, “preferring activities around the home”. Most others simply were not in a position to travel, either for financial reasons, personal obligations, or because of health problems or work obligations.
- Business obligations was a key reason for individuals in the upper and upper-middle strata not to travel.

- There appears to be considerable latent interest in vacation travel among non-travelers. About 60% of the non-travelers in 1975 either have traveled in other years or would like to travel more often. Only 10% preferred not to travel at all. Interestingly, attitudes toward vacation travel differed very little between socio-economic strata.
- Trip destinations changed somewhat in 1975, favoring the U.S. In 1975, 24% of all vacation trips were to the U.S., compared with 22% in 1974—representing a recovery from 1974 when fuel shortages affected travel from Canada.
- Canada’s share of the vacation travel market remained stable in 1975, with trips within Canada accounting for 66% of all travel. The share of trips to overseas countries decreased marginally, from 12% in 1974 to 10% in 1975, mainly because of the rising cost of trans-Atlantic travel. Trips to the Caribbean maintained their share.
- Air travel to the U.S. increased in 1975 compared to 1973. However, between 1974 and 1975 usage of air travel declined from 39% to 32%. The 1974 figure was atypically high, however, due to gasoline shortages for automobile travel in 1974.
- In 1975, 20% of all “non-auto” Canadian vacation trips (or essentially trips by commercial carrier) involved inclusive package tours, an increase of 4 points during the past 4 years (when last measured).
- Canadian travelers appeared to be taking greater advantage of the services of a travel agent. In 1975, 16% consulted an agency when planning their trip, more than double the proportion in 1970 (7%).
- In 1975, 20% of all Canadian vacation trips by air were by charter. The proportion varied by destination with the highest level of air charter travel to the Caribbean at 50%, with Europe next at 38%, followed by air charter travel to the U.S. mainland at 16%.
- More Canadians appeared to be traveling to “a particular vacation spot” than in previous years, (30%), sightseeing in cities and towns (20%) and shopping (9%). Social and ethnic ties remained the prime motivation for

vacationing within Canada (47%). Canadian vacation travel within Canada for the purpose of visiting friends and relatives was 52% as compared to the 33% who did so when traveling to the U.S.

- The average expenditure per vacation trip increased from \$479 to \$554 since 1974 and, combined with an overall increase in travel, resulted in a 22% growth in total vacation spending—from \$2.4 billion in 1974 to \$2.9 billion in 1975.

## 2. Travel To The U.S. in 1975

- The U.S. received 3.3 million Canadian vacation visitors in 1975 who spent an estimated \$777 million in the U.S.
- Similar to 1974, the South and the Far West Regions each received more vacationers from Canada than any other U.S. region, (20% and 19%, respectively). Next most popular were New England (16%), Eastern Gateway (16%), and Great Lakes Country (10%), each of which borders on Canada. Among the others, Mountain West attracted 7%, U.S. Islands—5%, George Washington Country—4%, and Frontier West—2%.
- In terms of receipts, the South attained a 28% share, of total Canadian vacation travel spending in the U.S., Far West received 20%, followed by U.S. Islands (14%), Eastern Gateway (10%), New England (7%), Great Lakes Country (7%), Mountain West (6%), Frontier West (4%), and George Washington Country (3%).
- The most significant growth since 1974 in visitors to U.S. regions was recorded in Canadian vacation travel to the Eastern Gateway (+67%), the South (+43%) and Mountain West (+42%).
- In terms of receipts, greatest gains were recorded in Canadian vacation travel spending in Eastern Gateway (+65%), Mountain West (+58%), the South (+39%), and New England (+31%).
- Since 1974, Ontario and Quebec have become more important markets for the U.S. Specifically, the U.S. share of all Ontario-resident trips grew from 21% in 1974 to 24% in 1975, while the U.S. share of Quebec-resident trips reached 29% in 1975, up from 25% recorded in 1974.
- A lessening of the fuel crisis this past year rendered the automobile more viable than in 1974. Auto travel accounted for 55% of vacation trips to the U.S. in 1975, a recovery from 48% in 1974—the lowest share the motoring segment has experienced in the last decade.
- In 1975, 31% of all Canadian vacation trips to the U.S. on common carrier (or 13% of all trips to the U.S.) involved package tours.
- The travel agent played a role in planning 23% of all Canadian vacation trips to the U.S. in 1975 and, as expected, is more involved with air and bus trips than auto travel. Agents in 1975 helped plan 50% of all Canadian vacation air trips to the U.S., 29% of bus trips, and 7% of auto trips.
- 20% of all Canadian vacationers flying to the U.S. traveled on charter flights. As expected, Hawaii, Florida, and California were the most popular charter destinations.
- "Sightseeing" was the major reason given for vacationing in the U.S. (46%), followed by "spending time at vacation spots" (42%). "Visiting friends and relatives" ranked third with 33%. When viewing vacation activities between city and non-city areas, the majority favor non-city activities. Twenty eight percent of Canadians vacation here to engage in "sightseeing and doing things in cities and towns". Participation in non-city activities appealed to many more—"sightseeing in the country" (28%), "camping or tenting" (10%), and "fishing, boating or participating in other outdoor activities" (8%). (Includes multiple responses.)
- Vacationing Canadians stayed 12.2 nights in the U.S. in 1975, almost one day longer than in 1974—11.5 nights.
- The summer and winter travel markets for the U.S. were virtually the same size. In 1975,

June to September accounted for 51% of all U.S. trips. On a quarterly basis, arrivals were as follows: 1st Quarter (23%), 2nd Quarter (17%), 3rd Quarter (42%) and 4th Quarter (18%). In 1975, slightly more Canadians traveled between December and April than in the previous year, reflecting the recovery of Florida traffic.

- About half (47%) of all Canadians vacationing in the U.S. decided within 4 weeks of departure to visit the country, while others decided almost equally between 1 and 2 months prior to leaving home (20%), 2 to 4 months (15%), and over 4 months (19%). It is interesting to note that 5% of the Canadians vacationing in the U.S. did not decide to do so until after their trip began.
- As expected, those on package tours and charter flights planned their vacations earlier than those traveling independently.
- Canadians traveling to the U.S. on vacations during 1975 were asked what were their "most favorable impressions". Responses were varied and imply that the U.S. is a country with a broad base of appeals to Canadians. The physical beauty was most impressive to visitors—particularly the beaches and the water, as well as the scenery in general.
- Attractive to an equal number of Canadians were the "facilities" encountered—including accommodations, restaurants and the variety of articles and relatively low prices for the shoppers.
- Other aspects of appeal were the weather, friendly people, and relaxed pace in certain areas of the country, as well as specific sight-seeing activities, attractions, events and entertainment.
- Canadians were also asked for their negative comments, and about 58% had no unfavorable impressions to report. Of the 42% who did name some aspect of their trip which they did not like, the unfavorable impression given most often related to city conditions in the U.S., ranging from complaints of "dirtiness"

and "too much smog", to "traffic problems" and "violence".

- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
  - Ontario was the major source of Canadian visitors for George Washington Country, The South, and The Great Lakes Country, while Quebec was more important to New England. Most Far West Region visitors came from British Columbia, whereas the Prairie Provinces were the major contributors to Frontier West and Mountain West tourism. Eastern Gateway states drew equal numbers of Canadians from Ontario and Quebec.
  - To spend time at a vacation spot was the most common reason for Canadians to visit New England, The South and U.S. Islands. Friends and relatives, on the other hand, were more important motivations for tourists traveling to the Eastern Gateway, The Great Lakes Region, George Washington Country and the Mountain West Region. Sightseeing in cities and towns was the most common reason for vacationing in the Far West states.
  - Most travelers to the relatively near states of New England, Eastern Gateway, George Washington Country and other bordering regions traveled by car, while the airplane appealed more often to visitors destined to California, the South and of course, the U.S. Islands.
  - Canadian visitors to the U.S. who had a higher than average per capita expenditure per trip tended to:
    - reside in British Columbia, the Prairies, and Ontario;
    - visit the U.S. Islands, The South, and Frontier West;

- be 40 years of age or older;
  - be English-speaking;
  - be married;
  - not have children living at home;
  - be employed in a white-collar occupation, as a farmer or be students;
  - be traveling to stay at a vacation spot, especially between October and May;
  - be traveling by air;
  - be on a winter vacation.
- From 1974 to 1975, there was an increase in Canadian travel to the U.S. by:
    - visitors with a head of household income of \$14,000 or over;
    - visitors aged 18 to 29;
    - visitors with a family income of \$20,000 and over;
- visitors residing in single or semi-detached dwellings;
  - visitors in skilled labor occupations;
  - travelers to the Eastern Gateway, The South, and Mountain West regions;
  - residents from Ontario and Quebec;
  - visitors who traveled by car.
- From 1974 to 1975 there was a decrease in Canadian travel to the U.S. by:
    - visitors without children living at home;
    - visitors aged 40 to 49;
    - visitors living in apartments;
    - visitors traveling by air.



**Summary of Characteristics of Canadian  
Vacation Travel To The U.S. in 1975**

- |                                                                             |                                                     |
|-----------------------------------------------------------------------------|-----------------------------------------------------|
| 2,046,000 Canadian Vacation Trips To The U.S.<br>(+24% from 1974)           | • \$236 per capita expenditures per trip<br>in U.S. |
| \$777 million spent in the U.S. by Canadian<br>vacationers (+23% from 1974) | • \$21 daily per capita trip expenditure<br>in U.S. |

**Traveler Characteristics**

- |                            |                                                                                                                                  |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Residence:</b>          | Urban (86%)<br>Ontario (39%) and Quebec (27%)<br>English speaking (67%)<br>From urban centers with population over 500,000 (47%) |
| <b>Dwelling Status:</b>    | Live in single/semi-detached dwelling (67%)<br>Own their own dwelling (64%)                                                      |
| <b>Sex:</b>                | Female (54%) and male (46%)                                                                                                      |
| <b>Age:</b>                | 18 - 29 years (33%) and 50 years or more (33%)                                                                                   |
| <b>Marital Status:</b>     | Married (60%)                                                                                                                    |
| <b>Education:</b>          | Attended or completed high school (48%)                                                                                          |
| <b>Occupation:</b>         | Professional/Mgr./Sales/White-collar (46%) and skilled<br>workers (26%)                                                          |
| <b>Family Income:</b>      | \$10,000 to \$20,000 (47%) and \$20,000 and over (30%)                                                                           |
| <b>Family Composition:</b> | Adults only (58%)                                                                                                                |

**Trip Characteristics**

- |                                       |                                                                                                          |
|---------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Purpose:</b>                       | To spend some time at a vacation spot (42%)<br>sightseeing (46%) and visiting friends or relatives (33%) |
| <b>Mode of Transport:</b>             | Auto (55%) and air (32%)                                                                                 |
| <b>Seasonality:</b>                   | 3rd quarter (42%), July (20%), August (16%)                                                              |
| <b>Mean Length of Stay:</b>           | 12.2 nights                                                                                              |
| <b>Mean Size of Traveling Party:</b>  | 2.76 persons                                                                                             |
| <b>Use of Travel Agent:</b>           | 23% used in planning                                                                                     |
| <b>Decision Lead-time:</b>            | Planned trip within 2 months of departure (66%)                                                          |
| <b>Favorable Impressions of U.S.:</b> | Facilities (30%), physical beauty (29%), weather (23%)                                                   |
| <b>Unfavorable Impressions:</b>       | None recalled (58%)                                                                                      |
| <b>Accommodation:</b>                 | Motel (37%), hotel (25%)                                                                                 |
| <b>Package Tours:</b>                 | 31% of those on common carrier                                                                           |

## SECTION II

# CHARACTERISTICS OF CANADIAN VACATION TRAVEL IN 1975

### A. CANADIAN VACATIONS AND TRIPS

#### 1. Incidence of Vacation Travel

Vacation travel by Canadians increased markedly in 1975, reversing the slight downturn noted in 1973 and 1974, reaching an all-time high of 59%.

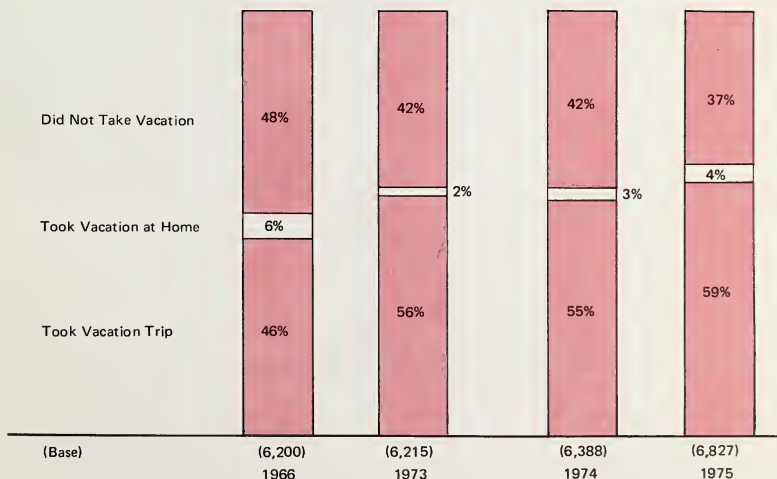
In 1966, 46% of all Canadian adults took a major vacation trip away from home (i.e. other than weekend or long-weekend trips). This level reached 58% in 1972 and then, possibly due to economic and energy conditions, slipped to 55% in 1974. The 1975 upturn in

Canadian vacation travel was a significant 4 percentage points from the year before.

As illustrated in the appended tables, the growth in vacation travel in 1975 was widespread, with Canadians in virtually every region, socio-economic position and age group traveling more.

The most significant upturn, however, occurred in two regions of Canada -- the Atlantic and the Prairie provinces.

Chart 1  
CANADIAN VACATIONS AND VACATION TRIPS  
1966 - 1975





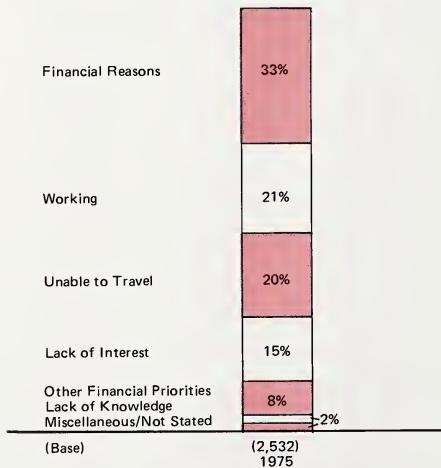
## 2. Reasons For Not Traveling

Among those who did not travel on vacation in 1975 (41%), 15% claimed a lack of interest as the main reason for not traveling - - stating that they "preferred activities around the home". However, if one interprets "other financial priorities" as an allocation of discretionary funds (funds which could be used for travel) to

other uses, rather than the unavailability of funds, the "lack of interest" reason swells to 23%.

Others simply were not in a position to travel because of financial reasons (33%), personal obligations or health problems (20%), or because they were working (21%).

Chart 2  
REASONS FOR NOT TRAVELING IN 1975  
AMONG NON-TRAVELERS

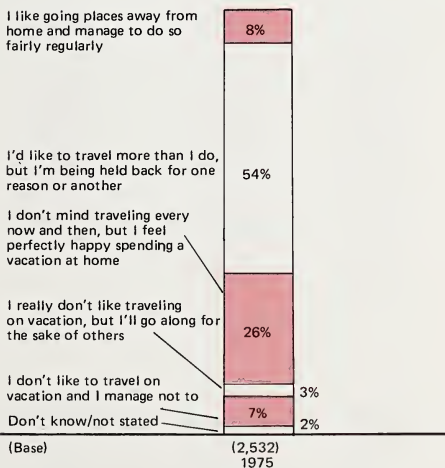


### 3. Attitudes Toward Vacation Travel Among Non-Travelers

There was certainly a great deal of latent interest in vacation travel among non-travelers in 1975. Six out of ten (62%) have traveled in other years or would like to travel more often, but were held back for various reasons.

Only 1 in 4 (26%) replied that they do not mind traveling occasionally but would rather stay home, while much fewer, 10%, implied that they prefer not to travel at all.

Chart 3  
ATTITUDES TOWARD VACATION TRAVEL  
AMONG NON-TRAVELERS



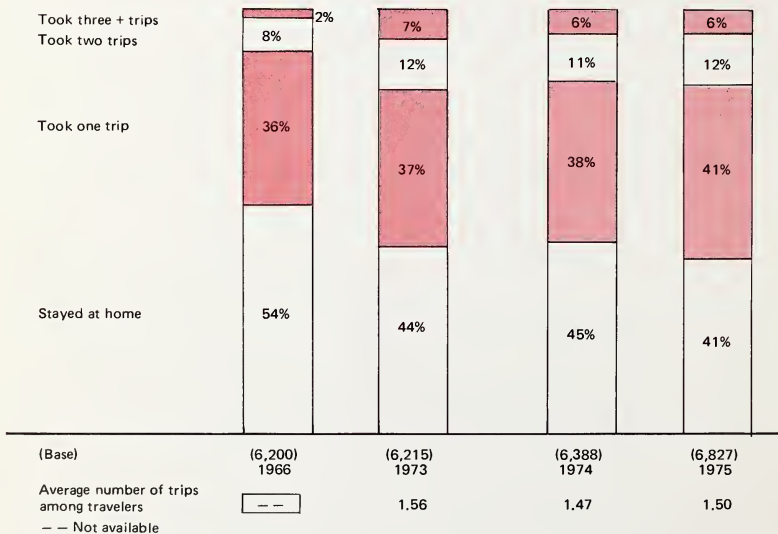
#### 4. Frequency of Canadian Vacation Travel

The extent of multiple-trip taking among Canadians did not change since 1974. Among the 59% who traveled on vacation in 1975, the majority (41%) took only one trip, while the remaining 18% split their vacations - - 12% took

two trips and 6% traveled on vacation three or more times in 1975.

The resultant average number of trips taken by travelers was 1.50 in 1975, compared to 1.47 in 1974.

Chart 4  
NUMBER OF VACATION TRIPS TAKEN BY  
CANADIANS EACH YEAR  
1966 - 1975

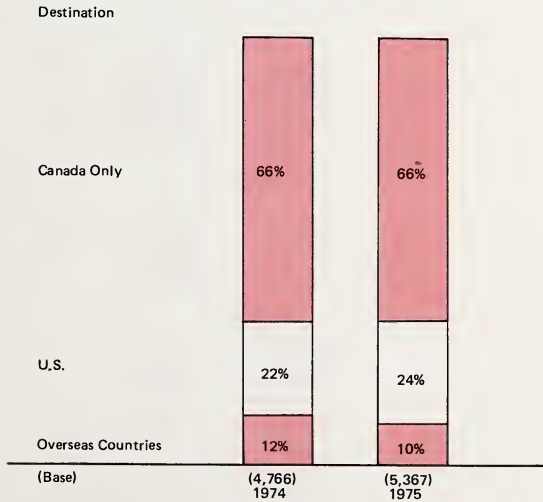


## 5. Destination of Canadian Vacation Travelers

In 1975, two out of three (66%) vacation trips by Canadians were within Canada, while the majority of "foreign" trips were to the United States (24%). The remaining 10% were destined to offshore countries, most notably Europe (attracting 5%).

The 24% of trips to the United States represents a significant gain over the previous year, when 22% were destined to the U.S. As discussed earlier, the rate of growth in actual trips to the U.S. over 1974 was 24%.

Chart 5  
**DESTINATIONS OF CANADIAN TRAVELERS**  
 ( INTERNATIONAL AND DOMESTIC )



## 6. Destinations Within The United States

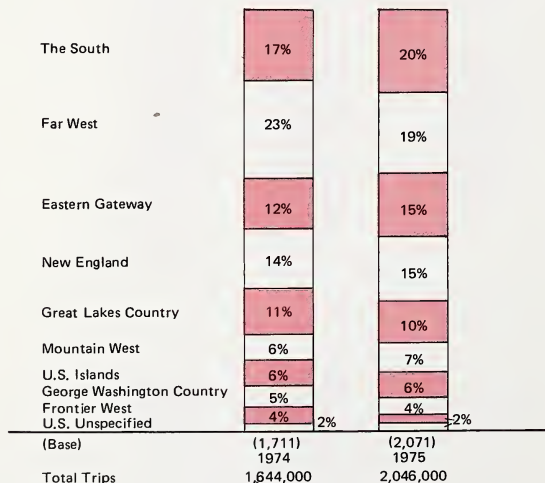
In 1975, the South was the most popular destination for Canadians (attracting 20%), followed closely by the Far West (19%). The neighboring regions of Eastern Gateway and New England each attained a share of 15% in 1975 - - tying for third place. Another nearby region, Great Lakes Country, was fourth most popular (drawing 10%), followed by Mountain West (7%), U.S. Islands (6%), George Washington Country (4%), and Frontier West (2%).

1974 was a year plagued with the "energy crisis". However, the 1975 travel patterns represented a recovery from that period for many regions. Specifically, for example, The South regained much of its lost popularity in 1974 and increased its share of Canadian trips from 17%

to 20% in 1975. Other regions that improved their share in 1975 were Eastern Gateway (from 12% to 15%) and New England (from 14% to 15%).

The most significant loss in share was with vacation travel to the Far West region - - declining from 23% in 1974 to 19% in 1975. It should be noted, however, that in spite of the decline in percentage share of Canadian vacation trips to the Far West, the actual number of trips to that region increased, but at a lower rate than the overall increase in travel to the U.S. In 1974, three hundred and seventy six thousand trips were destined to the Far West region compared with slightly more, three hundred and eighty thousand trips in 1975. (See Appendix 1-F.)

Chart 6  
CANADIAN VACATION TRIPS



## 7. Canadian Vacation Expenditures

Paralleling the growth in vacation trips to the U.S., visitor expenditures increased between 1974 and 1975 as well. In 1975, Canadian vacationers spent \$777 million, representing a 23% increase over the 1974 spending level of \$631 million. (Vacation trips, as discussed earlier, increased by 24%).

The South received more Canadian vacation dollars than any other region in 1975, with \$217 million spent (a 28% share) in that region. The Far West region achieved second place, as 20% of all Canadian vacation expenditures were made in that region.

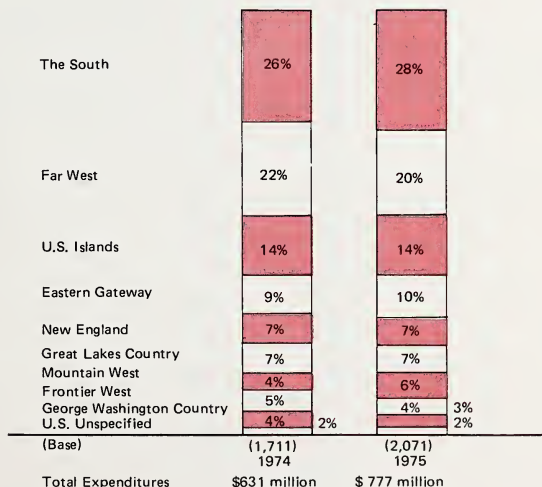
Although the U.S. Islands attracted only 5% of all Canadian vacation trips in 1975, the relatively high cost of traveling offshore resulted in an expenditure share for the region of 14%. This was followed by Eastern Gateway (10%), New England and Great Lakes Country, each

with 7% of expenditures, and Mountain West with 6%.

Changes in share of expenditures between 1974 and 1975 generally reflect the change in share of vacation trips, with one or two exceptions. The South, for example, increased its expenditure share from 26% to 28%, mirroring a 17% to 20% growth in vacation trips. Further, the decline in vacation trips share to the Far West region (23% to 19%) was also reflected in the decline in share of receipts from 22% to 20%.

The exceptions were New England which did not increase its share of expenditures although its share of trips increased marginally (from 14% to 15%), and Eastern Gateway which increased its share of expenditures only one percentage point in the face of a three percentage point growth in share of trips from 12% to 15%.

Chart 7  
CANADIAN VACATION EXPENDITURES



## 8. Expenditures Per Vacation Party

The total amount spent by a vacation party differed significantly by region of destination, undoubtedly due to the varying distances involved, length of stay, accommodation and types of transportation selected. For example, the average expenditure of trips to the U.S. Islands was \$1,531 in 1975, significantly higher than the average expenditure by those traveling to the nearby New England region - - at \$365. Typically, visitors to the Islands travel by air, stay in a hotel or motel (85%), and have an average length of stay of 12.7 nights. On the other hand, Canadian vacationers travel to New England by auto (79%), camp or stay with relatives (51%), and have an average length of stay of 8.6 nights.

In addition, the more distant regions of the South and Frontier West involved a relatively high trip expenditure - - \$870 and \$1,118 respectively.

As expected, Canadians tended to stay longer in the more distant destinations than in neighboring regions. As a result, the daily expenditures did not reflect the same degree of disparity noted between regions for total trip expenditures. For example, the average expenditure per party per day to the South was \$55 compared with \$42 for New England, not nearly as large a difference as detected for total trip expenditures (\$870 and \$365, respectively).

TABLE 1  
CANADIAN VACATION EXPENDITURES IN THE UNITED STATES IN 1975

	Regional expenditures (\$ millions)	Total trip expenditures per vacation party	Daily trip expenditures by vacation party	Per capita expenditures for trip	Daily per capita trip expenditures
The South . . . . .	\$217 (28%)	\$870	\$55	\$313	\$20
Far West . . . . .	152 (20%)	671	57	269	23
U.S. Islands . . . . .	105 (14%)	1,531	122	500	40
Eastern Gateway . . . . .	79 (10%)	453	48	167	18
New England . . . . .	57 (7%)	365	42	119	14
Great Lakes Country . . . . .	51 (7%)	489	37	172	13
Mountain West . . . . .	48 (6%)	543	59	215	23
Frontier West . . . . .	28 (4%)	1,118	41	398	15
George Washington Country . . . . .	27 (3%)	570	54	211	20
U.S. Unspecified . . . . .	13 (2%)	798	64	289	23
Total U.S. . . . .	777 (100%)	651	57	236	21



## 9. Expenditure By Type of Traveler

The following lists the types of vacationers who had an above average per capita trip expenditure in 1975. The overall average per capita trip expenditure for the United States was \$236 in 1975.

Destination:	
U.S. Islands .....	\$500
Frontier West .....	\$398
The South .....	\$313
Far West .....	\$269
Residence:	
British Columbia .....	\$333
Prairies .....	\$252
Ontario .....	\$248
Age:	
40 - 49 years .....	\$263
50 and over .....	\$256
Language Spoken:	
English Canadians .....	\$254
Socio-Economic Level:	
Upper .....	\$276
Upper middle .....	\$262
Occupation of Head of House:	
Professional/Sales/White Collar .....	\$259
Purpose of Trip:	
Those staying at a vacation spot .....	\$287
Those sightseeing in cities or shopping .....	\$256
Mode of Transportation:	
Plane .....	\$378
Seasonality:	
December to March .....	\$374
Length of Stay in U.S.:	
18 nights or over .....	\$438
12 - 17 nights .....	\$350

## B. TRAVELER CHARACTERISTICS

This section presents a brief analysis of the following demographic characteristics of 1975 Canadian vacation travelers to the United States: province of residence; residence of auto vacationers; residence of air vacationers; size of community of residence; language spoken; type of dwelling occupied/ownership; sex; age; marital status; education; occupation; family income; and family composition.

### 1. Residence of Canadian Vacationers

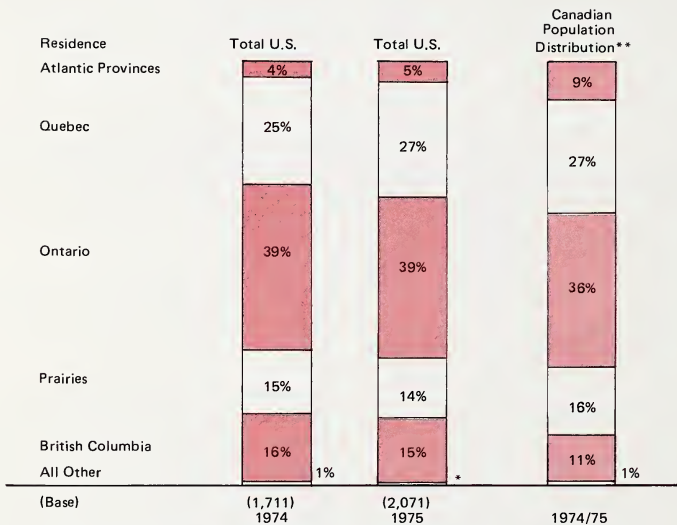
Very little change occurred between 1974 and 1975 in the origin of Canadian vacationers to the United States. Ontario continued to be the major contributor (39%), followed by Quebec (27%), the Prairie Provinces (14%), British Columbia (15%), and the Atlantic Provinces (5%).

Compared to the population distribution, both Ontario and British Columbia contributed more than their proportionate share, while the Atlantic Provinces and the Prairies accounted for fewer vacationers than their population size might suggest.

On the other hand, Quebec had 27% of the Canadian population and an identical share (27%) of Canadian vacationers to the United States.

This origin pattern did not apply to each United States region, as would be expected. The proximity of each U.S. and Canadian region had a considerable effect on the source distribution of Canadian vacationers. For example, the Far West region drew as many as 51% of its vacationers from nearby British Columbia, while, in contrast, New England attracted most of its vacationers from Eastern Canada - specifically, 50% from Quebec, 30% from Ontario, and 16% from the Atlantic Provinces. Less than 1% of New England's Canadian vacationers came from British Columbia (See Appendix 11-A and Volumes 2 - 10 for more details).

Chart 8  
**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
 BY RESIDENCE**



\*\* Source: Statistics Canada

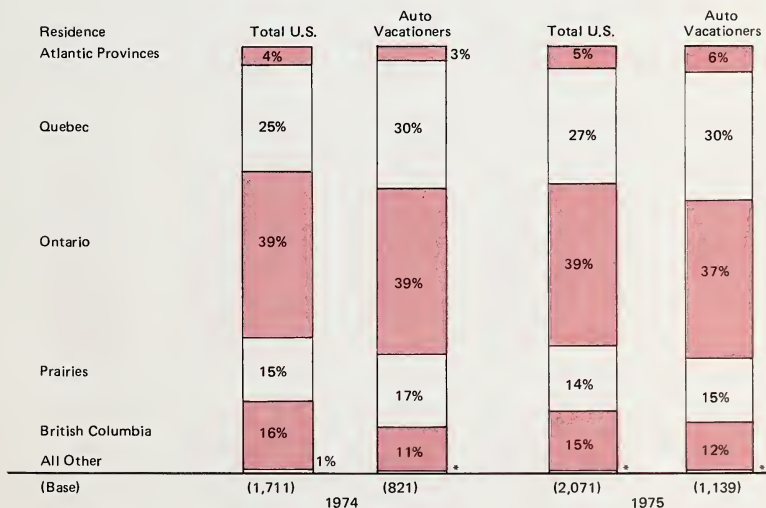
\* Less than ½ of 1%

## 2. Residence of Auto Vacationers

Ontario was once again the major source for Canadian auto vacationers to the U.S. in 1975, as it was in 1974. That province contributed 37%, followed by Quebec which contributed 30%. Together, then, these two provinces accounted for as much as 67% of all auto vacationers to the United States, while no other region exceeded a 15% share.

Since 1974, there have been one or two minor shifts in the origin of auto vacationers. For example, the Atlantic Provinces in 1975 accounted for 6% of these travelers, up from 3% in 1974. To a great extent, this reflects a revival of vacation travel from the Atlantic Provinces to New England which was curtailed in 1974 because of the energy crisis.

Chart 9  
CANADIAN VACATION TRAVELERS TO THE  
U.S. IN 1975 BY RESIDENCE OF AUTO VISITORS

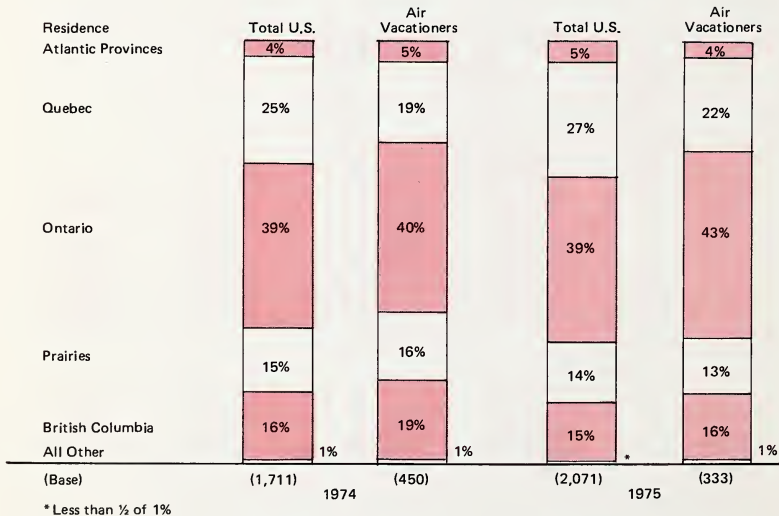


### 3. Residence of Air Vacationers

Ontario was the major source of Canadian vacationers traveling by air to the United States in 1975, accounting for 43%. Quebec, on the other hand, which contributed 27% of all U.S. vacationers, accounted for only 22% of all air vacationers. For those in the travel industry marketing specifically to the air traveler, the Ontario market appears to be virtually twice as important as the Quebec market. For all other regions of Canada, their share of air vacationers in 1975 was virtually identical to their share of total vacationers to the U.S.

However, a few shifts were detected between 1974 and 1975. For example, even though Quebec contributed only 22% of all Canadian air travelers in 1975, this represents a marked increase from the 19% recorded in 1974. By the same token, Ontario increased its share from 40% to 43%. Conversely, the Prairie Provinces and British Columbia declined in importance as origins of air travelers to the United States.

Chart 10  
CANADIAN VACATION TRAVELERS TO THE  
U.S. IN 1975 BY RESIDENCE OF AIR VISITORS



#### 4. Size of Community of Residence

Canadian vacationers to the United States tended to come from the larger urban areas of Canada, more than was true with domestic vacationers within Canada. Specifically, in 1975, 47% of U.S. vacationers resided in cities of 500,000 population and over, compared with fewer, 33%, among domestic vacationers. Another 16% of U.S. vacationers lived in cities of 100,000 to 500,000 population, bringing the total residing in cities of 100,000 or over to 63%. In contrast, only 55% of the 1975 domestic vacationers lived in cities of 100,000 population or greater.

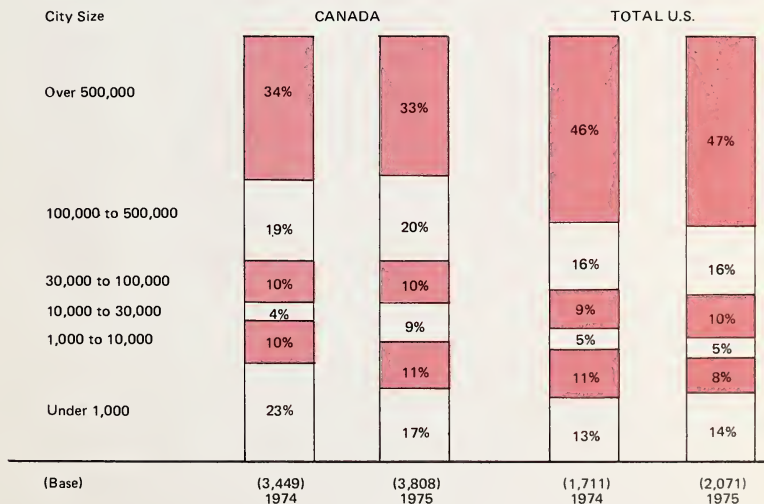
The "degree of urbanization" of the Canadian vacationer to the United States did not change significantly between 1974 and 1975 (62% and 63% respectively).

The United States appears to be in competition

more with other foreign destinations, such as Europe and the Caribbean, for the "big city" dweller, than it is with Canada as a vacation destination. As illustrated in Appendix 11-B, the United States drew 47% of its vacationers from cities of 500,000 population and over, whereas those large cities contributed as many as 62% of European-destined vacationers and 51% of Caribbean-destined travelers.

Furthermore, the importance of large cities with respect to Canadian vacation travel to the U.S. was not the case for all U.S. regions. For example, only 34% of Maine's Canadian vacationers and 27% of Mountain West vacationers came from cities of 500,000 and over. On the other hand, destinations such as Eastern Gateway and Massachusetts were unusually dependent on the urban Canadian (56% and 55% respectively).

Chart 11  
CANADIAN VACATION TRIPS TO THE U.S. IN 1975  
BY SIZE OF COMMUNITY OF RESIDENCE



## 5. Language Spoken

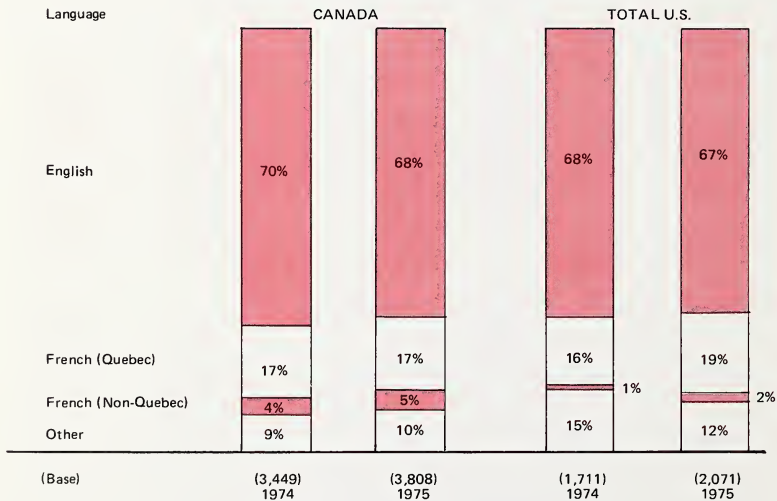
Approximately one in five, or 21%, of all Canadians who vacationed in the U.S. in 1975 were French-speaking, virtually identical to the proportion among those traveling within Canada (22% of domestic vacationers were French speaking).

In 1974, fewer (17%) Canadians vacationing in the United States were French speaking, reflecting the lower share of visitors from Quebec in that year (discussed earlier).

It should be remembered, of course, that these data represent language first spoken as a child (i.e. mother tongue). It is possible, therefore, that the majority of Canadians vacationing in the United States would be fluent in English.

Those French-speaking Canadians who did vacation in the United States in 1975, however, had a preference for the coastline of New England and New Jersey for their vacations. (See Appendix 11 - D)

Chart 12  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY LANGUAGE SPOKEN





## 6. Type of Dwelling Occupied/Ownership

For the most part, Canadians who visited the United States tended to live in detached or semi-detached homes (67% in 1975; 65% in 1974). Another 19% in 1975 were apartment dwellers, while 12% resided in row houses or townhouses.

Canadians who vacationed in the United States differed only marginally from those who travel-

ed within Canada in 1975. The U.S. market was slightly more apartment-oriented than those vacationing within Canada.

In terms of dwelling ownership, vacationers who preferred the U.S. and those who preferred Canada were identical - - 64% owned their own home. In addition, no significant changes in dwelling ownership occurred between 1974 and 1975 among Canadians vacationing in the United States.

Chart 13  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY TYPE OF DWELLING

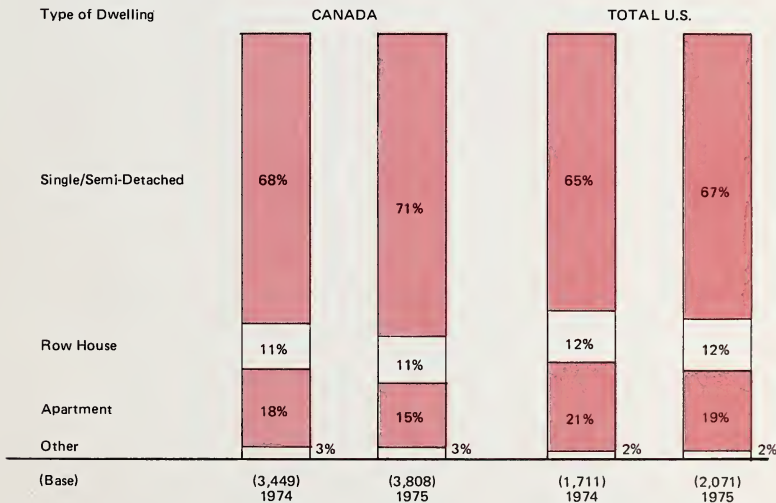
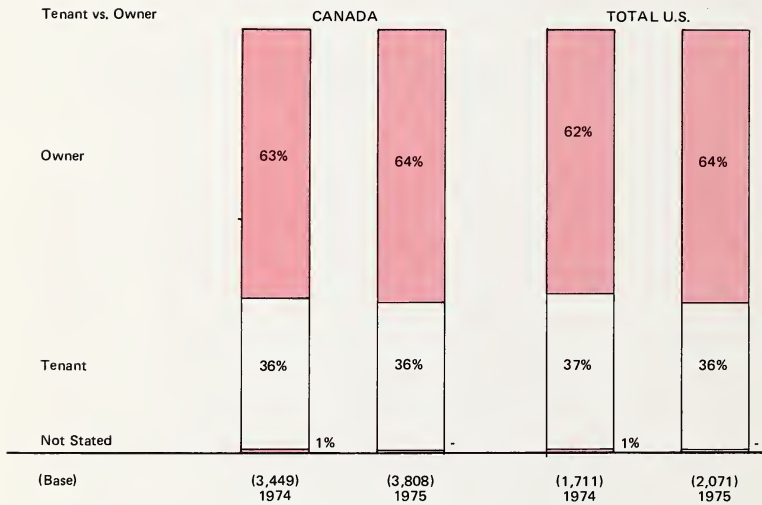




Chart 14  
**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
 BY DWELLING OWNERSHIP**



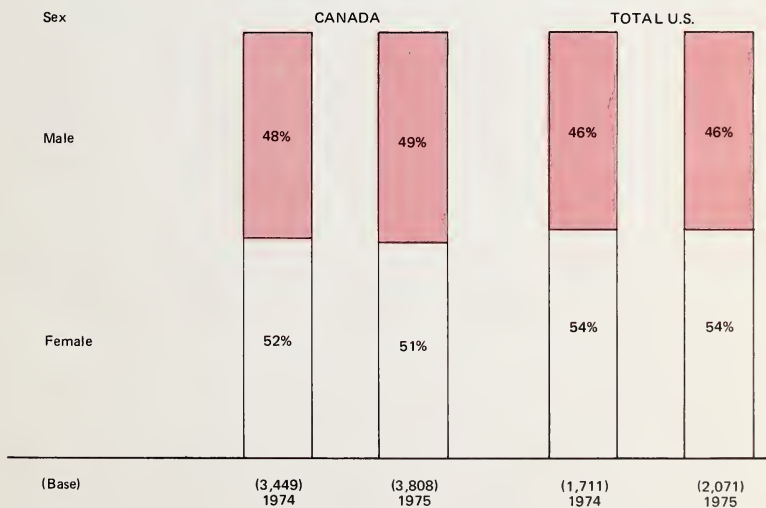
## 7. Sex

The United States was slightly more popular among Canadian women than it was among Canadian men in both 1975 and 1974. In each of those years, 46% of U.S. vacationers were men and 54% were women.

Those who vacationed within Canada, in contrast, tended to have a more even distribution between males and females (49% and 51% respectively in 1975).

This marginal predominance of women vacationers traveling to the United States was apparent in most of the more popular U.S. regions - specifically New England, Eastern Gateway, the South, the Far West, and the U.S. Islands region. (See Appendix 11 - G).

Chart 15  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975 BY SEX



## 8. Age

The Canadians vacationing in the United States in 1975 represented a broad age range. Specifically, 33% were aged 18 - 29, 19% aged 30 - 39, 15% aged 40 - 49, and 33%, 50 years of age and over.

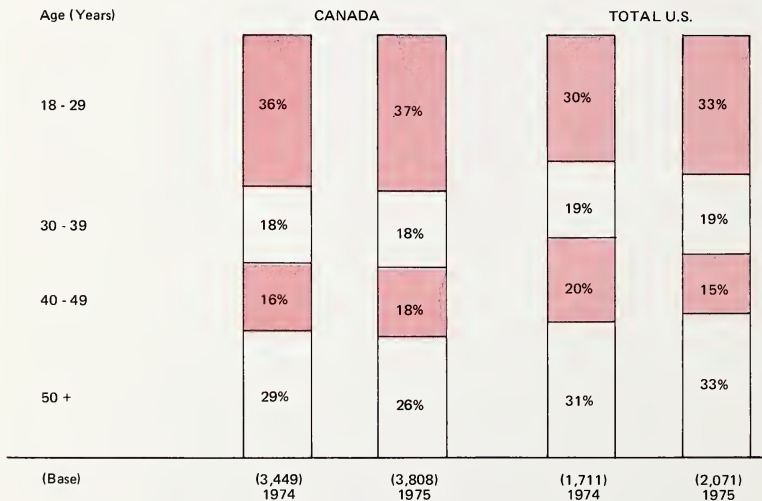
This distribution did not reflect any significant change from 1974.

In contrast, the Canadian who vacationed within Canada had a slightly younger profile. For example, 37% of domestic vacationers were in the

18 - 29 year old category and only 26% in the 50 year and over bracket.

Interestingly, age tended to differ somewhat by U.S. region visited. For example, the South and the Far West were unusually popular with older Canadians (42% to 43% were 50 years and over), while New England and Eastern Gateway seemed to appeal more to the younger Canadian -- 6 out of 10 were under 40 years of age. (See Appendix 11 - H.) The higher cost of travel associated with the longer distance destinations may be the explanation for this difference.

Chart 16  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY AGE



## 9. Marital Status

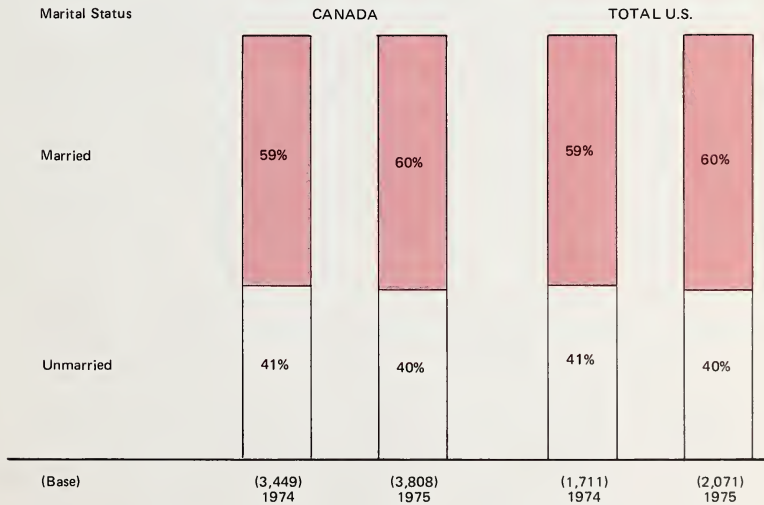
In 1975, 60% of the Canadian vacationers to the U.S. were married - a proportion unchanged from 1974.

This proportion was not particularly unique. Other countries attracted similar ratios of married and unmarried vacationers from Canada in 1975. Among those traveling within Canada,

60% were married, while 58% of those traveling to Europe and 54% of those traveling to the Caribbean were married.

There were minor marital status differences between those visiting the various regions within the U.S. However, married individuals tended to be in the majority among vacationers to most regions. (See Appendix 11 - L.)

Chart 17  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY MARITAL STATUS



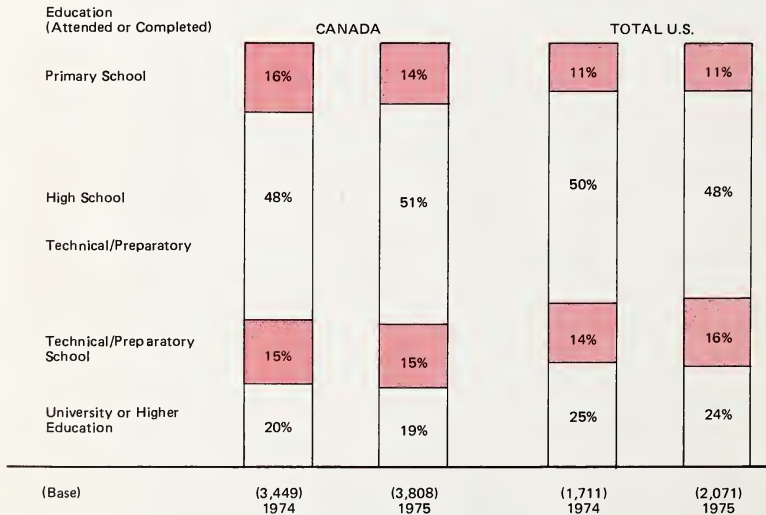
## 10. Education

Four out of ten (40%) Canadian vacationers to the United States in 1975 had extended their formal education beyond high school, while another five out of ten (48%) had at least some high school education.

Compared with those vacationing within Canada, U.S. vacationers were marginally better educated. Only 34% of those traveling within Canada took formal schooling beyond grade 12, compared with 40% among those traveling to the United States.

Education appears to increase with distance traveled. Those vacationing in Europe and in the Caribbean during 1975 were even better educated than those traveling within the United States. Specifically, 51% of those vacationing in Europe had attended a college or university, as did 59% traveling to the Caribbean. Undoubtedly, this education/distance traveled relationship would be a result of both economic and psychological/cultural factors. (See Appendix 11 - J for further details.)

Chart 18  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY EDUCATION



## 11. Occupation of Head of Household

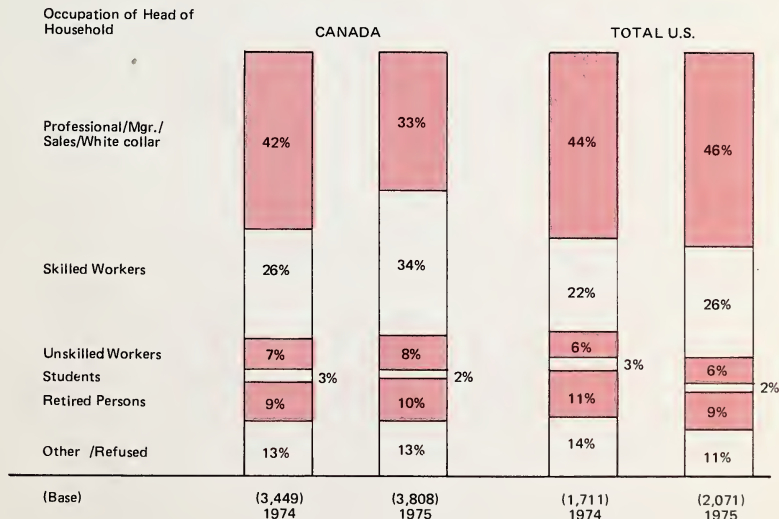
Reflecting the educational differences discussed earlier, Canadians vacationing in the United States in 1975 were in more upscale occupational positions than were those who vacationed within Canada. For example, 46% of the Canadian visitors to the U.S. were employed in professional, managerial, sales or other white collar occupations, compared with only 33% among those traveling domestically. Those traveling within Canada tended more often to be in skilled labor occupations.

There appears to be a relationship between occupation and distance traveled. For example, in 1975, 66% of those traveling to the Caribbean

were in white collar occupations, as were 46% of those traveling to Europe. (See Appendix 11 - N.) Probably, this is associated with the higher costs of travel to these areas, and therefore, the higher level of income needed to afford this travel.

Since 1974, little change occurred in the occupational profile of Canadian vacationers in the U.S. However, those vacationing within Canada in 1975 had a somewhat different makeup than in the previous year. In 1974, Canada appealed more to the white collar worker. Whereas, in 1975, the skilled worker became more predominant.

Chart 19  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY OCCUPATION OF HEAD OF HOUSEHOLD



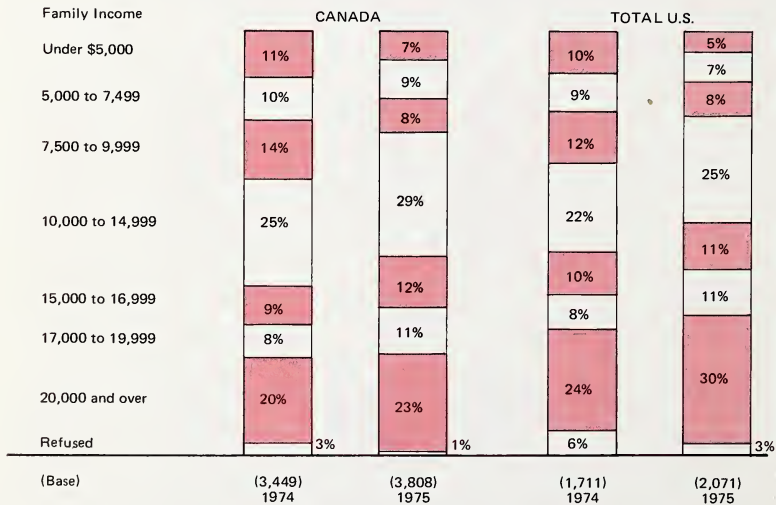
## 12. Family Income

Canadians vacationing within the United States in 1975 tended to have higher family incomes than did those who traveled within Canada, supporting earlier indications that the U.S. vacationer is more upscale. Specifically, 30% of all Canadian vacationers in the U.S. had family incomes of \$20,000 and over in 1975, compared with 23% among those traveling domestically. Again, it is apparent that those traveling to Europe and the Caribbean were even more upscale. As many as 37% vacationing in each of these areas had family incomes exceeding \$20,000.

In addition, there were some variations in income based on regions visited within the U.S. For example, as would be expected, those destined to the U.S. Islands region earned considerably more in 1975 than did those who vacationed in the continental United States. (See Appendix 11 - L.)

Incomes increased between 1974 and 1975, as would be expected due to inflationary trends, but the pattern of income differences between those destined to the United States and those traveling within Canada did not shift.

Chart 20  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY FAMILY INCOME





### 13. Family Composition

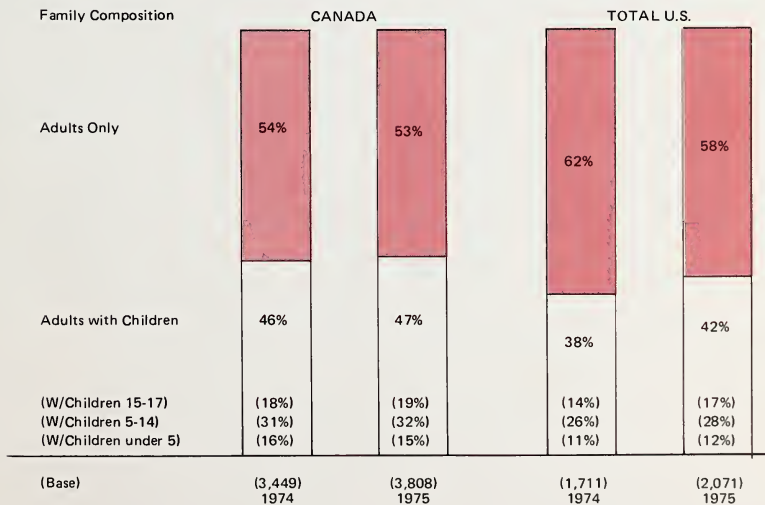
The United States in 1975 tended to be slightly more appealing to adult only households, whereas Canada was more successful in attracting a great many family vacationers. Specifically, in 1975, 58% of all Canadian vacationers in the U.S. came from adult only households, compared to 53% among those who vacationed within Canada's borders. Among those vacationing in the U.S. who had children living at home (42%), 17% had children aged 15 to 17, 28% had children 5 to 14, and 12% had children under 5.

Certain regions of the United States had more appeal to families with children than did others. They include Maine (49% had children), New Jersey (52%) and Mountain West (57%).

The regions with particular appeal to adult only households in 1975 were Frontier West (78% were without children), U.S. Islands (72%), California (69%), and The South (67%).

A comparison between 1975, 1974, and 1973, indicates that in 1974 there was less of a tendency for Canadian families with children to travel to the United States than in either 1973 or 1975. Specifically, in 1973, 44% of all Canadian vacationers in the U.S. came from households with children. In 1974, however, the proportion declined to 38% and then increased to 42% in 1975. Quite possibly this atypical situation in 1974 was due to a reluctance by families with children to travel within the United States at a time of great uncertainties regarding the availability of gasoline.

Chart 21  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY FAMILY COMPOSITION



## C. TRIP CHARACTERISTICS

Presented in this section are analyses of the following characteristics of 1975 Canadian vacation trips to the U.S.: purpose of trip/party size; main mode of transport; destination by mode; use of package tours; seasonality; accommodation; length of stay; use of travel agent; decision lead-time; favorable impressions of the U.S.; and unfavorable impressions of the U.S.

### 1. Purpose of Trip/Party Size

Sightseeing was the single most common reason for vacationing in the United States in 1975 as indicated by 46% of those interviewed, followed by spending time at a particular vacation spot (42%). One-third (33%) were traveling primarily to visit friends or relatives, while much smaller segments were either camping or participating in various outdoor activities (18%), shopping (14%), attending a special event (9%), or traveling for some other reason.

In contrast, those who vacationed within Canada were far more likely to be either visiting friends or relatives (as many as 52%) or camping and participating in outdoor activities (32%). The key appeals of sightseeing and spending time at vacation destinations in the U.S. were far less common among Canadians who vacationed domestically (30% and 25% respectively).

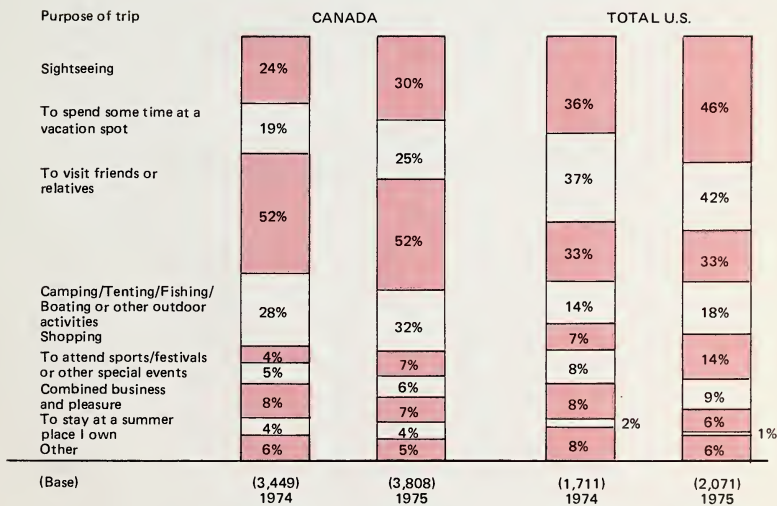
The year 1975 registered some differences from 1974 regarding the reasons why Canadians

vacationed in the U.S. For example, sightseeing, particularly in cities, and shopping increased significantly in popularity over 1974. In fact, reports in the Canadian Press supported the growing practice of Canadians traveling south of the border to shop - - particularly from British Columbia to Washington State. (Prices of Canadian goods have increased in recent years at a much faster rate than in the United States, and consequently it has become economically feasible for Canadians to buy many goods, most notably clothing and food, in the U.S.)

In general, reasons for travel differed considerably in 1975 depending on the region of destination. For example, social and ethnic ties were particularly strong between Canada and the Great Lakes Country and other border states, as reflected by the unusually high proportion traveling to visit friends or relatives. On the other hand, in predominantly "resort areas" such as Florida and the U.S. Islands, spending time at a vacation spot was the principal attraction. (See Appendix 111 - A)

With respect to party size, most commonly the Canadian vacationing in the United States traveled with one other adult (50% did), while only 16% traveled alone. The remaining 34% traveled in parties of 3 or more adults, resulting in an average party size of 2.8 adults. (The number of children in the party was not recorded.) (See Appendix 111 - E.)

Chart 22  
**CANADIAN VACATION TRIPS TO THE U.S. IN 1975**  
**BY PURPOSE OF TRIP**



## 2. Mode of Transportation

There was a significant increase in air travel to the United States in 1974 compared with 1973, undoubtedly due to concerns about gasoline shortages. Fewer than 30% traveled by air in 1973, increasing to nearly 40% in 1974. In 1975, however, with the energy situation improving somewhat, car travel rebounded and air travel declined to near the 1973 level. Specifically, in 1975, 55% traveled by car, up from 48% in 1974, and 32% traveled by air, down from 39% in 1974. Small minorities traveled by bus (6%) and other commercial means of transport.

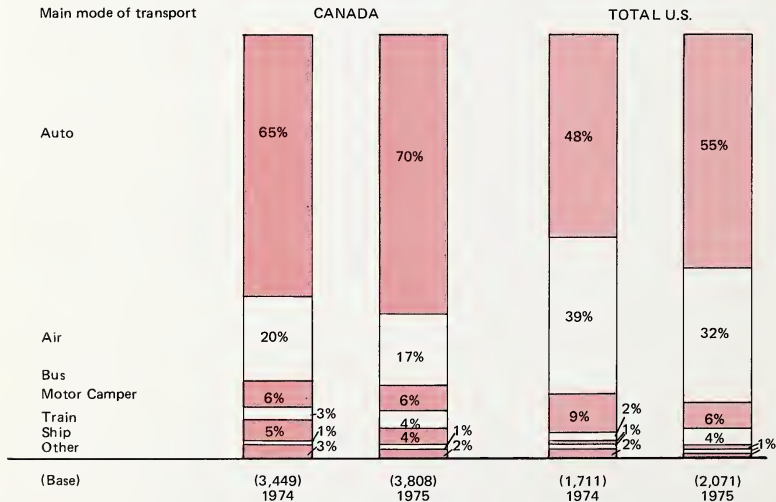
Those who traveled within Canada, in contrast, reported a much stronger preference for the automobile. In 1975, 70% traveled by car. Further, as was the case among those traveling to the United States, between 1974 and 1975

there was an increase in the use of the automobile and a corresponding decrease in travel by air.

The choice of mode differed significantly between destination regions in the United States during 1975. As would be expected, the farther one traveled, the greater the tendency to go by air. For example, among those who traveled to The South, as many as 48% traveled by air. In comparison, only 8% of New England's Canadian visitors chose to fly.

Furthermore, as might be expected, those who took winter, spring, and fall vacations were much more likely to travel by air to the United States than those who traveled during the summer months. In the latter case, only 13% traveled by air in 1975.

Chart 23  
CANADIAN VACATION TRIPS TO THE U.S. IN 1975  
BY MAIN MODE OF TRANSPORT



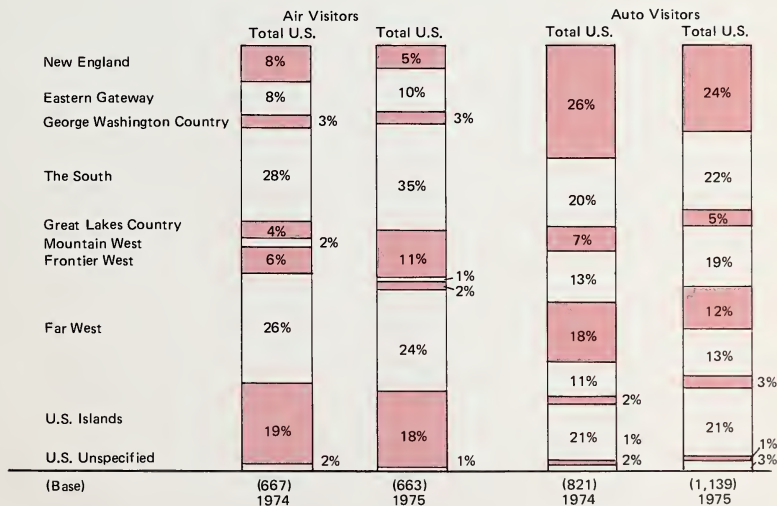
### 3. Destination by Mode

Examining the U.S. region of destination by type of transportation further clarifies the relationship between mode of transport and distance traveled. For example, those Canadians who traveled by air were usually destined to the South (35%), the Far West region (24%), and the U.S. Islands (18%). Auto travelers, on the other hand, typically were traveling en route to New England (24%), Eastern Gateway (22%),

as well as the Far West region (21%) and the South (19%).

With the critical energy shortage period over, a resumption in travel to the South region in 1975 was apparent among both air visitors (from 28% in 1974 to a 35% share in 1975) and among auto visitors (from a 13% share to 19% in 1975).

Chart 24  
CANADIAN VACATION TRIPS TO THE U.S. IN 1975  
BY DESTINATION OF AIR VISITORS  
AND AUTO VISITORS

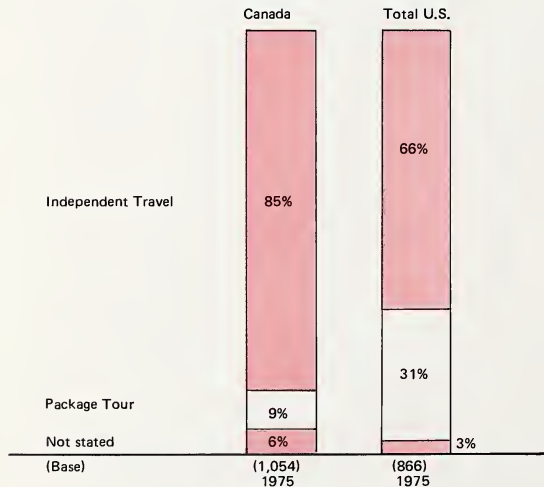


#### 4. Use of Package Tours

Among those who traveled to the United States by public transportation, the purchase of a package tour - - one where accommodation, air fare, and other ground arrangements are bought for one price - - was quite common. As many as

31% traveling to the United States were on a package arrangement. In comparison, only 9% traveling within Canada in 1975 were on a package tour, in spite of the fact that a great many packages have been developed for travel within Canada.

Chart 25  
**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
 BY THE USE OF A PACKAGE TOUR  
 AMONG USERS OF PUBLIC TRANSPORTATION**





## 5. Seasonality

In 1975, the United States was equally successful in attracting Canadians in the "summer" season (June to September) as it was in other months of the year (October to May). Specifically, 48% vacationed in the United States between June and September, while 29% preferred the winter period, December to March, and 11% and 12% respectively chose the spring and fall seasons. Clearly, the United States as a whole, provides year around attractions for Canadian travelers. Canada, on the other hand, was primarily a summer destination in 1975, with as many as 72% having traveled between June and September within Canada. Only 10% vacationed domestically in Canada between December and March.

One of the main reasons, of course, that the United States is an all-season destination is the wide variety of climate that it offers, and this was reflected in the varying seasonality of travel to the different regions of the United States in 1975. For example, as many as 62% of all Canadian vacationers to The South, and 59% of vacationers to the U.S. Islands traveled be-

tween December and March, while, in contrast, the warmer months of June to September were preferred among visitors to the northerly regions such as New England (82%) and Eastern Gateway (67%).

Interestingly, some states such as California (which in itself offers a wide range in climate and geography) had a broad seasonal appeal - - with 35% traveling between December and March and an equal share (36%) vacationing in the summer months of June to September. (See Appendix 111 - L.)

The resumption in travel during 1975 to the more distant states, such as Florida (following the energy crisis of 1974), resulted in a marginal shift in seasonality of travel from 1974 to 1975 for the U.S. as a whole. Specifically, winter travel increased slightly - - from 26% to 29%.

Chart 26  
CANADIAN VACATION TRIPS TO THE U.S. IN 1975  
BY SEASONALITY (BY PERIODS)

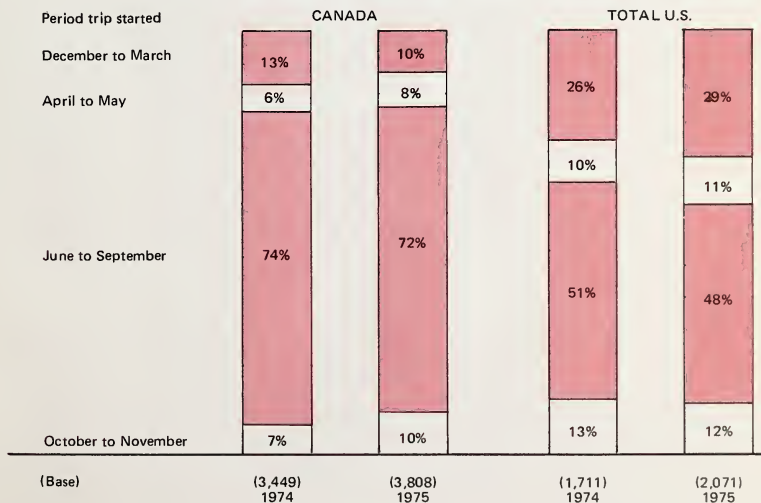




Chart 27  
**CANADIAN VACATION TRIPS TO THE U.S. IN 1975**  
**BY SEASONALITY ( QUARTERLY )**

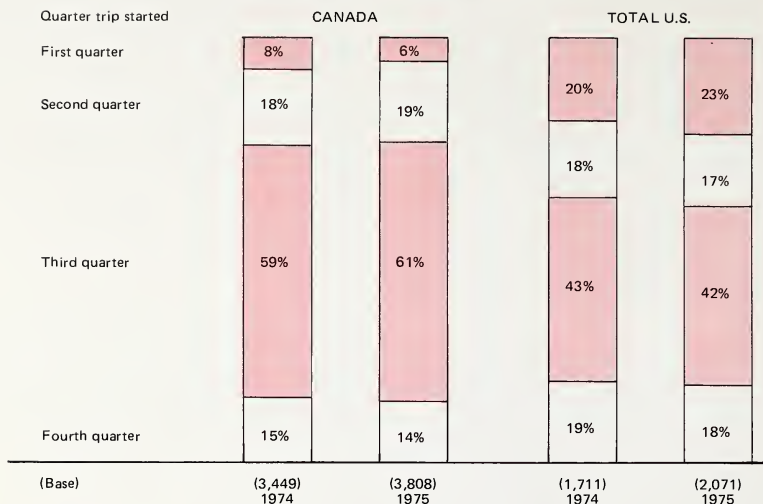
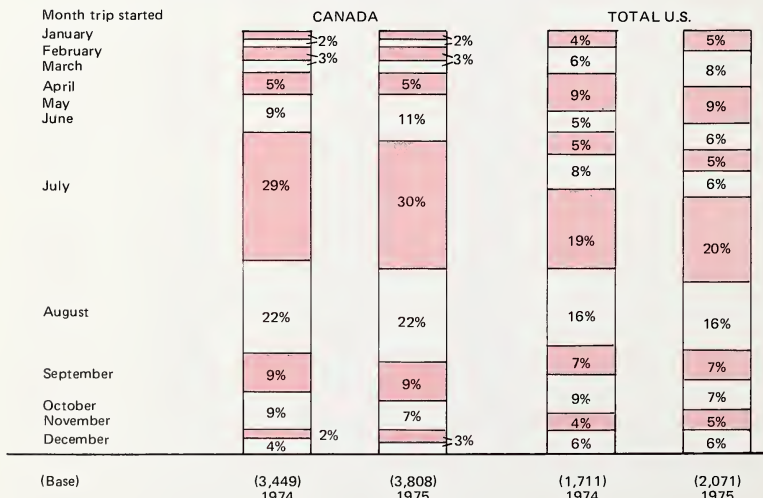


Chart 28  
**CANADIAN VACATION TRIPS TO THE U.S. IN 1975**  
**BY SEASONALITY ( MONTH )**



## 6. Accommodation

The motel was the most popular type of accommodation in 1975 among Canadian vacationers in the U.S. Others, depending on the nature of their trip, chose either hotels (25%), staying with relatives or friends (18% with relatives, 11% with friends), or camping (10% in private campgrounds, 8% in government campgrounds).

With varying purposes of trip, modes of transportation, and seasonality of travel between the U.S. regions, it is logical that the type of accom-

modation preferred by Canadians would also vary by region as well. The appended tables illustrate this. For example, as many as 68% vacationing in the U.S. Islands stayed in a hotel, as did 31% vacationing in the South and 30% to the Far West region. In contrast, New England visitors had a strong preference for camping, while Eastern Gateway vacationers, who frequently were visiting friends and relatives, often stayed in the homes of their hosts. (See Appendix 111 - P.)

Chart 29  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY TYPE OF ACCOMMODATION

Type of Accommodation	Total U.S.
Motel	37%
Hotel	25%
With relatives	18%
With friends	11%
Private Campground	10%
Government Campground	8%
Other	13%
(Base)	(2,071) 1975

Note: Totals add to more than 100% due to multiple responses

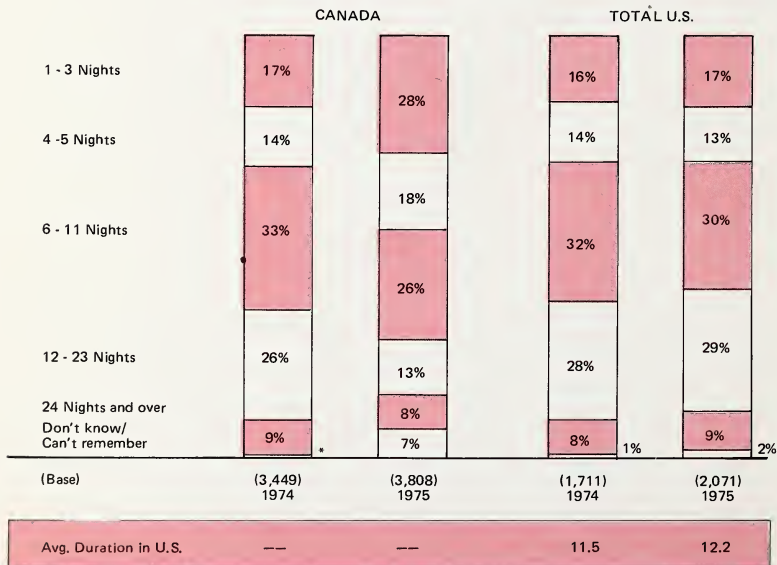
## 7. Length of Stay

The length of stay varied widely among Canadians vacationing in the United States in 1975. An equal number chose to stay 5 nights or less (30%), 6 to 11 nights (29%). Only 9% remained in the U.S. for 24 nights or more. The resultant average length of stay was 12.2 nights -- a very slight increase over 1974 (11.5 nights). More specifically, those vacationing in the United States in 1975 stayed, on the average, a total of 14.2 nights away from home, of which 12.2 nights were in the U.S. Consequently, 1.9 nights were spent (in most cases) in Canada en route to or returning from

the U.S. This, of course, represents a potential opportunity for the United States to encourage Canadians to travel directly to the United States, and spend that extra 1 or 2 nights in the U.S. rather than in Canada. For example, Canadians traveling either east or west could be encouraged to take U.S. routes rather than Canadian routes before turning south to reach their destination region (or on the returning portion of their trip).

Those vacationing within Canada had a similar length of trip -- 12.0 nights in 1975, representing a marginal increase over 1974 (11.6 nights on average).

Chart 30  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY LENGTH OF STAY



\* Less than 1/2 of 1%

## 8. Use of a Travel Agent

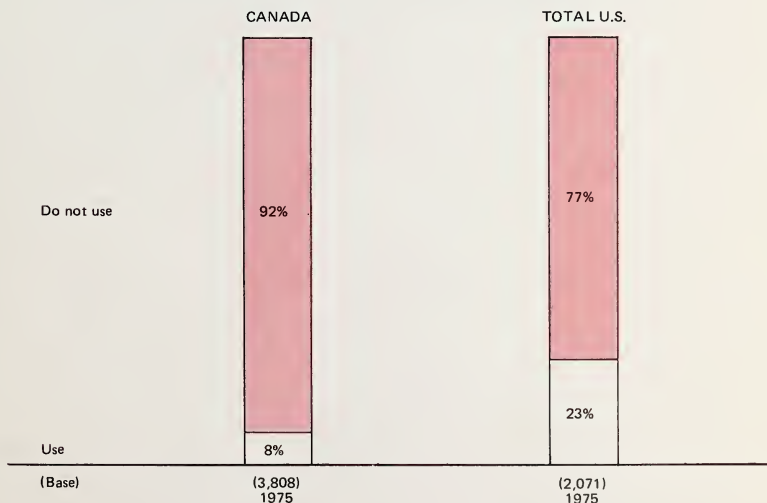
More Canadians traveling to the United States in 1975 made use of a travel agent while planning their trip than did those who vacationed within Canada. Specifically, 1 out of 4 (23%) Canadian vacationers in the U.S. used an agent to help plan their trip, a proportion considerably greater than the 8% level recorded among those vacationing within Canada.

The use of a travel agent to a great extent is dependent on the distance traveled, mode of transportation, and the purpose of trip. As a result, the proportion of visitors to each region dealing

with an agent varied considerably. For example, among Canadians vacationing in the U.S. Islands, as many as 68% used a travel agent. Furthermore, 34% of those vacationing in The South, 28% in Frontier West and 26% in The Far West region made use of the services of a travel agent, while only 6% traveling to New England and 12% to Eastern Gateway did so.

Comparable to the high level of use among the U.S. Island visitors, as many as 75% of those vacationing in the Caribbean Islands and 67% of those destined to Europe dealt with a travel retailer. (See Appendix 11 - T.)

Chart 31  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY USE OF TRAVEL AGENT



## 9. Decision Lead Time

As many as 1 out of 4 (26%) made their decision to visit the United States on vacation less than two weeks before departure. In addition, as many as two-thirds (66%) made their decision within 2 months of departure. This suggests, of course, that advertising should not begin too far in advance of the actual season of travel. (An analysis of lead time by season of travel indicated that the relatively short lead time applies to all seasons of travel.)

Decision lead time did differ somewhat depending on the U.S. region of destination. However,

over half traveling to each region made the decision within two months of departure. One outstanding exception in 1975 was with the U.S. Islands, where only 38% made their decision within 2 months of departure. As many as 26% decided at least 6 months before, while 19% made their decision between 4 months and 6 months, and an additional 17% between 2 months and 4 months prior to leaving for the Islands. Clearly, an island vacation, perhaps because of the relatively high cost and long distance involved, elicits more advanced planning.

Chart 32  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY DECISION LEAD TIME TO VISIT THE U.S.



## 10. Favorable Impressions of the U.S.

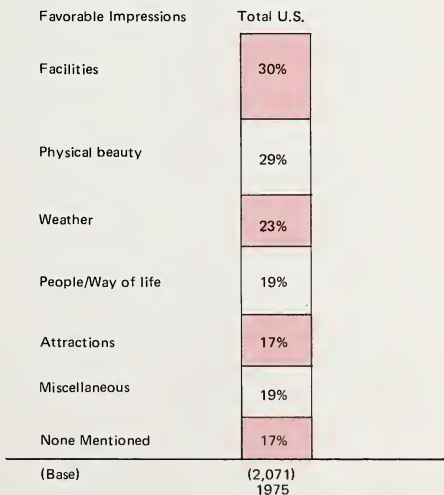
Canadians who had traveled to the United States on vacation during 1975 were asked on an open-ended basis what their "most favorable impressions about vacationing in the U.S. were". Responses were quite varied which implied that the U.S. is a country with a broad base of appeal among Canadians. The physical beauty was most impressive to 3 out of 10 visitors (29%) - particularly the beaches and the water, as well as the scenery in general.

Attractive to an equal number of Canadian visitors (30%) were the "facilities" encountered by the tourist - including accommodation, restaurants, and the variety of articles and low prices available to the shopper. For 2 out of 10 (23%), weather was the main appeal, while to another 2 in 10 (19%) it was the friendly people and the relaxed pace in certain areas of the country which impressed them.

Specific sightseeing activities, attractions, events and entertainment were noted by only 17% as the most favorable aspect of their U.S. trip. Finally only 17% were unable to provide a "most favorable impression".

Favorable impressions among Canadians differed significantly by region of destination, as would be expected. For example, the weather was the most memorable positive aspect of the trip to as many as 52% of all Canadians vacationing in The South and 59% of those vacationing in the U.S. Islands, while, in contrast, the physical beauty of New England was much more impressive to those vacationing in the region (48%). (See Appendix V.)

Chart 33  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY THE MOST FAVORABLE IMPRESSIONS



Note: Totals may not add to 100% due to rounding

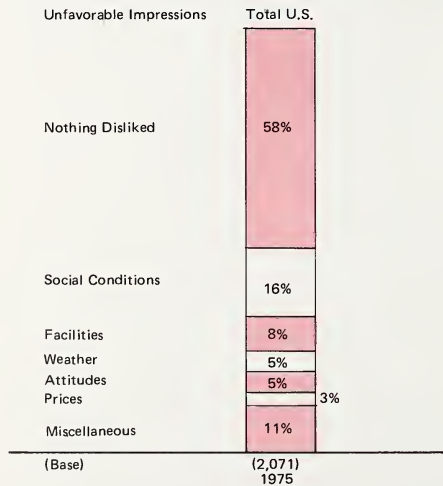
### 11. Unfavorable Impressions of the U.S.

As many as 6 out of 10 Canadians (58%) who vacationed in the U.S. in 1975 had no unfavorable impressions to report. However, 42% cited some aspect of their trip which they did not like. The largest single group (16%) reacted negatively to certain social conditions - - primarily city related complaints which focused on "dirtiness", "too much smog", "traffic" and "violence".

Only 5% found the American people "unfriendly" or "discourteous" toward Canadians. Other unfavorable impressions were varied, with none outstanding.

Predictably, the complaint of social conditions was more often mentioned by those Canadians on city-oriented vacations - - most notably to Eastern Gateway.

Chart 34  
CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY UNFAVORABLE IMPRESSIONS OF U.S.





# TECHNICAL INDEX

## APPENDICES

### DEFINITION OF UNITED STATES AND CANADIAN REGIONS

#### U.S. REGIONS

##### 1. NEW ENGLAND

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

##### 2. EASTERN GATEWAY

New Jersey  
New York

##### 3. GEORGE WASHINGTON COUNTRY

Delaware  
District of Columbia  
Maryland  
Pennsylvania  
Virginia  
West Virginia

##### 4. THE SOUTH

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee

##### 5. GREAT LAKES COUNTRY

Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Ohio  
Wisconsin

##### 6. MOUNTAIN WEST

Colorado  
Montana  
Nebraska  
North Dakota  
South Dakota  
Utah  
Wyoming

##### 7. FRONTIER WEST

Arizona  
Kansas  
Missouri  
New Mexico  
Oklahoma  
Texas

##### 8. FAR WEST

Alaska  
California  
Idaho  
Nevada  
Oregon  
Washington

##### 9. ISLANDS

American Samoa  
Guam  
Hawaii  
Puerto Rico  
Virgin Islands

#### CANADIAN REGIONS

##### ATLANTIC PROVINCES

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick

##### QUEBEC

##### ONTARIO

##### PRAIRIE PROVINCES

Manitoba  
Saskatchewan  
Alberta

##### BRITISH COLUMBIA

##### Other

Yukon/N.W.T.

## II. DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays." Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

"Vacation trip" essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips — for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

## III. METHODOLOGY

This survey was conducted by Traveldata International using a national probability sample including all but 7% of the entire Canadian population (i.e. persons mainly in institutions or in northern regions of the country). The data are based on approximately 10,000 personal interviews with individuals 18 years and over. Checkbacks were made with approximately 20% of the interviews completed by each interviewer as a quality control measure. Details were recorded for up to three vacation trips per respondent to minimize seasonal bias. No more than two percent of the respondents took more than three such trips, so this survey represents virtually a complete sample of all vacation trips.

#### IV. CANADIAN VACATION TRIPS VS. TOTAL ARRIVALS

In 1975, the U.S. received 24% of the 8.4 million Canadian "vacation trips" (as defined in the preceding section) while the majority stayed within Canada.

Specifically, 1,931,000 "household trips" were taken to the U.S. mainland in 1975, or 3,129,000 vacationing adults.

This, of course, differs from Statistics Canada data which provide a count of all Canadians visiting the United States mainland overnight or longer which, in 1975, was estimated to be 9,661,000.

The survey universe is unlike the Statistics Canada universe in that it does not include:

- Travel by those under 18 years of age;
- Weekend or long-weekend travel or any other non-business trip not meeting the survey definition; and
- Business travel.

To determine to what extent the difference between the survey projections and Statistics Canada estimates might be due to sampling error or survey methodology, the respondents in the survey were asked how many times they visited the United States mainland for any reason overnight or longer during 1975. The response projects to 6,980,500 overnight visits by Canadians 18 years of age and over. Unfortunately, in 1975 Statistics Canada did not provide a corresponding figure for adults. However, although not precise, by applying a child/adult ratio of .49/1.65 from an earlier vacation travel survey (1970), the 1975 projection for total Canadians was 9,053,000 - - clearly, in the "ballpark" of the Statistics Canada estimates (9,661,000).

CANADIAN VACATION TRIPS/ARRIVALS TO THE US: 1975

Destination	Multiple Trips		Multiple Trips on a Prorated Basis		Multiple Arrivals		Arrivals on a Prorated Basis	
	Estimated number of Canadian vacation trips	Percent of total vacation trips	Estimated number of Canadian vacation trips	Percent of total vacation trips	Estimated number of Canadian vacation arrivals	Percent of total vacation arrivals	Estimated number of Canadian vacation arrivals	Percent of total vacation arrivals
New England	360,000	18%	309,000	15%	605,000	18%	527,000	16%
(Maine)	182,000	9	156,000	8	315,000	10	264,000	8
(Massachusetts)	108,000	5	93,000	5	171,000	5	132,000	4
Eastern Gateway	368,000	18	316,000	15	592,000	18	527,000	16
(New York)	265,000	13	227,000	11	419,000	13	362,000	11
(New Jersey)	112,000	5	96,000	5	189,000	6	165,000	5
George Washington Country	92,000	4	79,000	4	160,000	5	131,000	4
The South	477,000	23	409,000	20	773,000	23	658,000	20
(Florida)	394,000	19	338,000	17	638,000	19	560,000	17
Great Lakes Country	243,000	12	209,000	10	369,000	11	330,000	10
Mountain West	167,000	8	143,000	7	279,000	8	231,000	7
Frontier West	59,000	3	51,000	2	87,000	3	66,000	2
Far West	443,000	22	380,000	19	709,000	22	626,000	19
(California)	189,000	9	162,000	8	299,000	9	264,000	8
(Washington)	182,000	9	156,000	8	315,000	10	264,000	8
U.S. Islands	134,000	6	115,000	6	201,000	6	165,000	5
U.S. Unspecified	41,000	2	35,000	2	41,000	1	33,000	1
Total U.S. Mainland	1,924,000	94	1,931,000	94	3,098,000	94	3,129,000	95
Total U.S.	2,046,000	100%	2,046,000	100%	3,294,000	100%	3,294,000	100%

## SECTION I

## CANADIAN VACATIONS AND TRIPS

## CANADIAN VACATION PATTERNS 1966 - 75

Base*	Percent of Canadian Adults Who Take Vacations In:				Change '74 to '75
	1966	1973	1974	1975	
	(6,200) %	(6,215) %	(6,388) %	(6,827) %	%
Total _____	52	58	58	63	(+5)
<u>Region</u>					
Atlantic Provinces _____	41	49	42	57	+15
Quebec _____	49	55	53	58	+5
Ontario _____	56	60	62	65	+3
Prairie Provinces _____	50	60	59	67	+8
British Columbia _____	59	68	69	69	-

\* Base for 1966 is estimated

## CHARACTERISTICS OF CANADIANS WHO TAKE VACATION TRIPS

	Percent of Canadian Adults Taking Vacation Trips					
	Base	1966 (6,200)	1973 (6,215)	1974 (6,388)	1975 (6,827)	Change '74 to '75
<u>Characteristics</u>		%	%	%	%	%
Total Adults		46	56	55	59	+4
<u>Region</u>						
Atlantic Provinces		37	48	39	51	+12
Quebec		40	51	48	52	+4
Ontario		51	57	59	62	+3
Prairie Provinces		48	58	57	66	+9
British Columbia		54	67	67	68	+1
<u>Language</u>						
French Quebec		38	49	45	49	+3
Rest of Canada		49	58	58	62	+4
<u>Socio-economic Level</u>						
Upper		60	70	71	75	+4
Upper middle		49	65	61	67	+6
Middle		43	55	55	60	+5
Lower middle		31	50	48	53	+5
Lower		28	39	39	42	+3
<u>Community Size</u>						
Total urban		51	59	58	63	+5
Total rural		34	45	43	47	+4
- Farm		28	42	40	42	+2
- Non-farm		36	47	44	49	+5
<u>Sex</u>						
Male		46	54	53	59	+6
Female		47	57	56	60	+4
<u>Age</u>						
18 - 29		-	58	55	61	+6
30 - 39		-	61	59	63	+4
40 - 49		-	58	55	61	+6
50 and over		-	49	52	54	+2

## VACATION TRAVEL PROJECTIONS

	<u>1973</u> #	<u>1975</u> #	<u>Change</u> <u>1974/1975</u> %
Canadian population (18+)* . . . . .	14,848,000	15,175,000	+2
Took holidays . . . . .	8,603,000	9,545,000	+11
Took vacation trip during holidays . . . . .	8,109,000	8,984,000	+11
Total individual (higher than above due to multiple trip taking) . . . . .	11,434,000	12,667,000	+11
Total "household trips"*** . . . . .	<u>7,458,000</u>	<u>8,365,000</u>	+12
Number of household trips staying overnight or longer in:			
Canada . . . . .	5,326,000	5,939,000	+12
British Columbia . . . . .	1,244,000	1,330,000	+7
Prairies . . . . .	1,103,000	1,288,000	+17
Ontario . . . . .	1,904,000	1,983,000	+4
Quebec . . . . .	1,213,000	1,347,000	+11
Atlantic Provinces . . . . .	576,000	744,000	+29
Total United States . . . . .	1,644,000	2,046,000	+24
U.S. (Mainland) . . . . .	1,539,000	1,924,000	+25
New England . . . . .	276,000	360,000	+30
Eastern Gateway . . . . .	220,000	368,000	+67
George Washington Country . . . . .	98,000	92,000	-6
The South . . . . .	333,000	477,000	+43
Great Lakes Country . . . . .	206,000	243,000	+18
Mountain West . . . . .	117,000	167,000	+42
Frontier West . . . . .	72,000	59,000	-18
Far West . . . . .	436,000	443,000	+2
U.S. Islands . . . . .	119,000	134,000	-9
Offshore Countries . . . . .	899,000	820,000	-9

\* Statistics Canada

\*\* Determined by dividing the individual trips by the average number of adults on each trip who reside in the respondent's household.



## DESTINATIONS OF CANADIAN VACATION TRAVELERS, 1966 - 75

Base	Percentage of Total Trips				Change '74 to '75
	1966	1973	1974	1975	
	(5,000) %	(5,115) %	(4,766) %	(5,367) %	%
<u>Areas Visited Overnight Or Longer:</u>					
Canada only . . . . .	69	67	66	66	-
Canada at all . . . . .	-	73	71	71	-
Newfoundland . . . . .	2	2	1	2	+1
P.E.I. . . . .	1	3	2	2	-
Nova Scotia . . . . .	4	4	3	5	+2
New Brunswick . . . . .	4	5	4	4	-
Quebec . . . . .	18	17	16	16	-
Ontario . . . . .	32	24	26	24	-2
Manitoba . . . . .	5	5	4	5	+1
Saskatchewan . . . . .	7	5	5	6	+1
Alberta . . . . .	11	10	10	10	-
British Columbia . . . . .	14	16	17	16	-1
Yukon/N.W.T. . . . .	*	1	1	1	-
Total United States . . . . .	-	-	22	24	+2
United States (Mainland)** . . . . .	25	22	21	23	+2
New England . . . . .	-	5	4	-	-
Eastern Gateway . . . . .	-	4	3	4	+1
George Washington Country . . . . .	-	2	1	1	-
The South Region . . . . .	-	5	5	6	+1
Florida . . . . .	-	5	3	5	+2
Great Lakes Region . . . . .	-	3	3	3	-
Mountain West . . . . .	-	2	2	2	-
Frontier West . . . . .	-	1	1	1	-
Far West . . . . .	-	5	6	5	-1
California . . . . .	-	3	3	2	-1
U.S. Mainland (unspecified) . . . . .	-	*	*	1	+1
Offshore Countries (including U.S. Islands) . . . . .	6	11	14	11	-3
"Non-resident" Canadian Province . . . . .	-	32	31	30	-1

\* Less than 1%

- Not Available

## DESTINATIONS OF CANADIAN VACATION TRAVELERS, BY PLACE OF RESIDENCE, 1974 - 75

	Percent of Total Trips													
	Place of Residence at Time of Trip													
	Atlantic Provinces		Quebec		Ontario		Manitoba		Sask.		Alberta		British Columbia	
	'74	'75	'74	'75	'74	'75	'74	'75	'74	'75	'74	'75	'74	'75
Base	(411)	(502)	(1,183)	(1,184)	(1,908)	(1,983)	(235)	(245)	(214)	(246)	(452)	(447)	(697)	(721)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Areas Visited Overnight Or Longer:</b>														
Canada only . . . . .	83	85	63	61	62	62	58	72	77	73	74	75	70	70
Canada at all . . . . .	87	88	65	63	68	66	65	80	94	84	84	80	76	77
Newfoundland . . . . .	9	12	*	*	1	1	-	1	1	*	*	-	-	1
P.E.I. . . . .	12	9	2	2	2	2	*	2	*	1	*	1	-	-
Nova Scotia . . . . .	21	29	2	2	3	4	2	2	1	1	2	2	*	*
New Brunswick . . . . .	22	19	4	3	4	4	2	2	1	1	1	2	1	-
Quebec . . . . .	12	17	50	49	10	9	4	5	1	1	3	1	1	1
Ontario . . . . .	20	22	11	9	48	47	15	14	12	6	7	5	5	5
Manitoba . . . . .	1	1	1	1	3	3	24	41	10	10	4	4	3	7
Saskatchewan . . . . .	2	1	1	*	2	2	20	21	37	41	9	8	6	8
Alberta . . . . .	4	1	*	1	4	4	21	26	46	29	34	35	15	18
British Columbia . . . . .	7	2	1	2	6	5	12	19	29	20	42	35	58	62
Yukon/N.W.T. . . . .	1	*	1	1	*	*	-	-	4	-	3	2	2	1
Total United States . . . . .	12	15	26	30	22	25	28	21	21	22	21	20	24	25
United States (Mainland) . . . . .	11	14	25	29	21	24	24	18	20	22	19	18	20	20
New England . . . . .	7	8	10	10	3	3	-	1	*	2	*	*	-	*
Eastern Gateway . . . . .	*	1	6	9	4	5	1	3	*	2	*	*	1	*
George Washington Country . . . . .	1	*	2	1	2	2	1	*	1	-	1	*	-	*
The South Region . . . . .	3	2	4	7	7	10	4	2	3	*	3	*	-	*
Florida . . . . .	2	1	3	6	6	8	4	1	3	*	1	*	-	*
Great Lakes Region . . . . .	*	2	1	1	5	5	12	7	2	3	*	2	1	1
Mountain West . . . . .	*	1	*	*	1	1	9	8	10	11	4	7	1	2
Frontier West . . . . .	-	*	1	-	1	1	1	2	2	1	2	1	*	2
Far West . . . . .	-	1	3	2	3	2	8	4	12	7	11	12	17	19
California . . . . .	-	1	3	1	2	1	4	2	3	3	3	5	6	7
U.S. Mainland (Unspecified) . . . . .	-	2	*	*	*	*	-	-	-	2	1	1	1	-
U.S. Islands . . . . .	1	*	1	*	1	2	4	3	1	*	2	2	4	5
Offshore Countries . . . . .	7	3	12	10	18	15	17	9	3	6	7	8	11	10
<b>"Non-resident"</b>														
Canadian Province . . . . .	62	56	18	16	24	24	49	54	71	52	61	51	24	26

\* Less than 1%

- Not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

(Regional Data Prorated to Equal 100%)

Regions and States	Base (Trips)		Estimated Household Trips		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$Million)		Percent of total Canadian vacation expenditures	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	238,000	309,000	392,000	527,000	15%	16%	\$46	\$57	7%	7%
(Maine) . . . . .	(145)	(206)	105,000	156,000	183,000	264,000	7	8	22	30	3	4
(Massachusetts) . . . . .	(90)	(106)	66,000	93,000	105,000	132,000	4	4	15	18	2	2
Eastern Gateway . . . . .	(239)	(365)	190,000	316,000	313,000	527,000	12	16	55	79	9	10
(New York) . . . . .	(195)	(268)	161,000	227,000	261,000	362,000	10	11	42	61	7	8
(New Jersey) . . . . .	(58)	(108)	42,000	96,000	78,000	165,000	3	5	18	24	3	3
George Washington Country . . . . .	(106)	(104)	84,000	79,000	131,000	131,000	4	4	27	27	4	3
The South . . . . .	(334)	(481)	287,000	409,000	444,000	658,000	17	20	166	217	26	28
(Florida) . . . . .	(263)	(392)	220,000	338,000	366,000	560,000	14	17	138	199	22	26
Great Lakes Country . . . . .	(199)	(224)	178,000	209,000	288,000	330,000	11	10	46	51	7	7
Mountain West . . . . .	(114)	(168)	101,000	143,000	193,000	231,000	7	7	28	48	4	6
Frontier West . . . . .	(64)	(48)	62,000	51,000	105,000	66,000	4	2	30	28	5	4
Far West . . . . .	(431)	(441)	376,000	380,000	575,000	626,000	22	19	136	152	22	20
(California) . . . . .	(175)	(194)	164,000	162,000	235,000	264,000	9	8	81	94	13	12
(Washington) . . . . .	(189)	(195)	147,000	156,000	261,000	264,000	10	8	29	37	5	5
U.S. Islands . . . . .	(139)	(144)	103,000	115,000	157,000	165,000	6	5	91	105	14	14
U.S. Unspecified . . . . .	(28)	(43)	25,000	35,000	26,000	33,000	1	1	6	13	2	2
Total U.S. Mainland . . . . .	(1,588)	(1,937)	1,541,000	1,931,000	2,457,000	3,129,000	94	95	540	672	86	86
Total U.S. . . . .	(1,711)	(2,071)	1,644,000	2,046,000	2,614,000	3,294,000	100%	100%	631	777	100%	100%

\* See note on Page 2  
(Canadian Arrivals)

I-F (Cont'd)

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Regions and States	Base (Trips)		Average number of adults on trip		Average number of adults from own household		Average number of nights spend in U.S.	
	1974	1975	1974	1975	1974	1975	1974	1975
New England . . . . .	(332)	(392)	2.53	3.06	1.65	1.68	8.2	9.3
(Maine) . . . . .	(145)	(206)	2.73	3.12	1.71	1.73	7.5	8.7
(Massachusetts) . . . . .	(90)	(106)	2.26	2.84	1.51	1.58	10.1	11.0
Eastern Gateway . . . . .	(239)	(365)	2.38	2.71	1.66	1.61	8.2	9.3
(New York) . . . . .	(195)	(268)	2.24	2.58	1.64	1.58	7.7	9.0
(New Jersey) . . . . .	(58)	(108)	2.75	3.06	1.71	1.69	11.6	9.8
George Washington Country . . . . .	(106)	(104)	2.55	2.70	1.63	1.74	13.9	11.1
The South . . . . .	(334)	(481)	2.48	2.78	1.60	1.62	17.5	19.7
(Florida) . . . . .	(263)	(392)	2.21	2.72	1.63	1.62	18.6	21.1
Great Lakes Country . . . . .	(199)	(224)	2.31	2.84	1.67	1.52	9.2	13.6
Mountain West . . . . .	(114)	(168)	2.26	2.52	1.78	1.67	9.3	9.8
Frontier West . . . . .	(64)	(48)	2.18	2.81	1.51	1.48	15.7	22.2
Far West . . . . .	(431)	(441)	2.11	2.49	1.52	1.60	11.6	12.6
(California) . . . . .	(175)	(194)	1.95	2.39	1.47	1.58	16.8	18.1
(Washington) . . . . .	(189)	(195)	2.25	2.30	1.71	1.73	8.2	19.8
U.S. Islands . . . . .	(139)	(144)	2.39	3.06	1.51	1.50	15.3	12.7
U.S. Unspecified . . . . .	(28)	(43)	2.65	2.76	1.68	1.50	14.2	12.8
Total U.S. Mainland . . . . .	(1,588)	(1,937)	2.36	2.73	1.60	1.61	11.3	12.2
Total U.S. . . . .	(1,711)	(2,071)	2.36	2.76	1.59	1.61	11.5	12.2

I - F (Cont'd)  
CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (Trips)		Total trip expenditures per vacation party		Daily trip expenditures by vacation party		Total trip expenditures per adult		Daily trip expenditures per adult	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
New England .....	(332)	(392)	\$303	\$365	\$37	\$42	\$120	\$119	\$15	\$14
(Maine) .....	(145)	(206)	345	382	46	42	126	122	17	13
(Massachusetts) .....	(90)	(106)	326	397	32	36	144	140	14	13
Eastern Gateway .....	(239)	(365)	392	453	48	48	165	167	20	18
(New York) .....	(195)	(268)	350	444	45	48	156	172	20	19
(New Jersey) .....	(58)	(108)	591	489	51	49	215	160	19	16
George Washington Country .....	(106)	(104)	544	570	39	54	213	211	15	20
The South .....	(334)	(481)	910	870	52	55	367	313	21	20
(Florida) .....	(263)	(392)	895	1,023	48	54	405	376	22	20
Great Lakes Country .....	(199)	(224)	376	489	41	37	163	172	18	13
Mountain West .....	(114)	(168)	408	543	44	59	181	215	19	23
Frontier West .....	(64)	(48)	727	1,118	46	41	333	398	21	15
Far West .....	(431)	(441)	545	671	47	57	258	269	22	23
(California) .....	(175)	(194)	738	899	44	55	378	376	23	23
(Washington) .....	(189)	(195)	309	465	38	55	137	202	17	24
U.S. Islands .....	(139)	(144)	1,350	1,531	88	122	565	500	37	40
U.S. Unspecified .....	(28)	(43)	420	798	30	64	158	289	11	23
Total U.S. Mainland .....	(1,588)	(1,937)	518	592	46	52	219	217	19	19
Total U.S. .....	(1,711)	(2,071)	570	651	50	57	242	236	21	21

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household	
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975
<b>Expenditures in U.S. only:</b>																
Total .....	(1,711)	(2,071)	\$570	\$651	\$242	\$236	\$50	\$57	\$21	\$21	11.5	12.2	2.36	2.76	1.59	1.61
<b>Residence:</b>																
Atlantic Provinces .....	(63)	(180)	373	581	170	210	40	58	18	21	9.3	9.6	2.20	2.77	1.53	1.75
Quebec .....	(431)	(545)	515	581	197	186	41	50	16	16	12.6	12.8	2.61	3.13	1.66	1.65
French Quebec .....	(271)	(403)	624	588	222	176	49	53	17	16	12.7	12.6	2.81	3.34	1.72	1.69
English Quebec .....	(95)	(142)	515	564	259	215	48	44	24	17	10.7	13.5	1.99	2.62	1.49	1.55
Ontario .....	(673)	(738)	589	656	250	248	53	56	23	21	11.1	12.5	2.36	2.68	1.52	1.58
Prairies .....	(263)	(277)	516	722	247	252	45	64	22	22	11.4	11.7	2.09	2.87	1.50	1.55
British Columbia .....	(270)	(319)	624	723	318	333	58	69	29	32	10.8	11.9	1.96	2.17	1.47	1.61
<b>City of residence:*</b>																
Vancouver .....	(166)	(181)	652	763	--	332	62	71	--	31	10.5	11.8	--	2.30	1.38	1.69
Calgary/Edmonton .....	(80)	(60)	695	958	--	352	58	82	--	30	12.0	11.5	--	2.72	1.44	1.32
Winnipeg .....	(62)	(64)	477	641	--	283	31	44	--	19	15.3	16.0	--	2.26	1.38	1.69
Toronto .....	(254)	(290)	515	617	--	260	51	47	--	20	10.1	13.9	--	2.37	1.48	1.50
Montreal .....	(206)	(305)	599	608	--	205	40	52	--	18	15.1	12.4	--	2.97	1.57	1.63
English .....	(67)	(101)	419	596	--	231	31	48	--	19	10.7	12.9	--	2.58	1.49	1.54
French .....	(86)	(173)	815	629	--	195	44	57	--	18	18.6	11.7	--	3.22	1.68	1.68
Other .....	(53)	(31)	459	540	--	181	31	39	--	13	14.8	14.9	--	2.98	1.30	1.65
<b>Community size:</b>																
Urban .....	(1,490)	(1,727)	557	648	249	241	50	56	21	21	11.7	12.2	--	2.69	--	1.60
Rural .....	(218)	(344)	455	672	193	211	45	65	19	20	10.2	12.3	--	3.19	--	1.66

\* Data have limited value due to small sample sizes  
 -- not available

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
Sex:																	
Male	(792)	(944)	\$664	\$624	\$264	\$241	\$55	\$60	\$23	\$22	11.3	11.7	--	2.75	--	1.63	
Female	(916)	(1,127)	519	639	220	232	45	55	19	20	11.6	12.7	--	2.76	--	1.59	
Age:																	
18 to 29	(505)	(626)	519	605	220	210	50	56	21	19	10.5	10.6	--	2.91	--	1.43	
30 to 39	(323)	(401)	604	623	256	238	63	69	27	26	9.6	9.3	--	2.62	--	1.69	
40 to 49	(341)	(337)	572	706	242	263	60	74	25	28	9.5	9.7	--	2.68	--	1.90	
50 and over	(537)	(707)	601	696	255	256	41	47	17	17	14.8	16.7	--	2.72	--	1.61	
Language:																	
French Quebec	(224)	(405)	634	588	269	176	48	53	21	16	13.1	12.6	--	3.34	--	1.69	
Rest of Canada	(433)	(1,666)	557	665	236	254	50	58	21	22	11.2	12.2	--	2.62	--	1.59	
Marital status:																	
Single	(461)	(425)	539	622	228	211	45	54	19	18	12.0	11.5	--	2.95	--	1.22	
Married	(1,010)	(1,480)	590	679	250	250	56	62	24	23	10.5	12.2	--	2.72	--	1.89	
Separated/Widowed																	
Divorced	(236)	(166)	550	573	233	225	39	42	16	16	14.3	14.1	--	2.55	--	1.12	
Family composition:																	
Adults only	(1,064)	(1,104)	582	679	247	245	46	52	20	19	12.6	14.5	--	2.77	--	1.52	
Have children under 18	(644)	(967)	551	617	233	225	57	67	24	24	9.7	9.2	--	2.74	--	1.73	
Socio economic level:																	
Upper	(497)	(677)	692	766	102	276	65	66	10	24	10.6	12.7	--	2.78	--	1.74	
Upper middle	(371)	(453)	628	737	266	262	52	60	22	21	12.0	12.2	--	2.81	--	1.66	
Middle	(343)	(380)	467	546	198	198	45	54	19	20	10.3	11.3	--	2.76	--	1.52	
Lower middle	(274)	(349)	477	608	202	225	37	54	16	20	12.9	12.3	--	2.70	--	1.51	
Lower	(224)	(212)	504	421	214	157	40	37	17	14	12.5	12.7	--	2.69	--	1.46	

-- not available



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELLER, 1974-75

	Base (trips)		Total trip expenditures \$		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
<b>Occupation:</b>																	
Prof./Sales/White collar . . . . .	(758)	(905)	\$600	\$690	\$254	\$259	\$56	\$65	\$24	\$24	10.8	11.3	--	2.66	--	1.61	
Skilled labor . . . . .	(382)	(590)	551	619	233	218	59	62	25	22	9.3	10.0	--	2.84	--	1.70	
Unskilled labor . . . . .	(103)	(100)	532	486	225	181	53	51	22	19	10.1	9.4	--	2.68	--	1.60	
Farmer . . . . .	(37)	(68)	377	933	160	315	34	93	14	31	11.2	18.7	--	2.96	--	1.68	
Student . . . . .	(50)	(36)	384	563	163	275	33	44	14	21	11.6	13.3	--	2.05	--	1.28	
Retired/Pensioned . . . . .	(180)	(240)	607	713	257	229	38	42	16	14	15.8	19.1	--	3.11	--	1.76	
Other . . . . .	(155)	(105)	592	571	251	211	37	32	15	12	16.2	17.4	--	2.71	--	1.15	
<b>Education completed:</b>																	
University . . . . .	(248)	(254)	516	636	219	247	50	59	21	23	10.4	10.9	--	2.58	--	1.56	
Technical/Preparatory . . . . .	(151)	(176)	672	684	285	275	49	55	21	22	13.6	13.6	--	2.49	--	1.59	
High school . . . . .	(432)	(514)	619	674	262	265	54	55	23	22	11.4	12.6	--	2.54	--	1.64	
Elementary school . . . . .	(120)	(130)	694	543	294	172	42	45	18	14	16.5	14.2	--	3.15	--	1.56	
<b>Accommodation:</b>																	
Owned . . . . .	(1,052)	(1,451)	578	672	245	237	52	62	22	22	11.2	12.1	--	2.83	--	1.70	
Rented . . . . .	(637)	(620)	568	616	241	235	47	51	20	19	12.0	12.5	--	2.62	--	1.44	
<b>Type of dwelling:</b>																	
Detached/Semi-Detached . . . . .	(1,107)	(1,500)	580	670	246	244	53	62	23	23	10.9	11.9	--	2.75	--	1.67	
Town house/Other attached house . . . . .	(211)	(230)	602	631	255	191	51	46	21	14	11.9	14.0	--	3.30	--	1.57	
Apartment . . . . .	(359)	(297)	513	628	217	253	39	52	16	21	13.2	12.4	--	2.48	--	1.39	
Other . . . . .	(32)	(44)	718	393	304	170	71	34	30	15	10.1	11.8	--	2.31	--	1.66	

-- not available

I - F (Cont'd)  
CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

Purpose of trip:	Base (trips)		Total trip expenditures \$		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
Staying at a vacation spot	(572)	(311)	\$309	\$524	\$46	\$30	\$15	\$21	10.3	12.9	2.02	2.19	1.54	1.63	
City sightseeing/shopping	(637)	(891)	788	817	67	62	25	24	12.6	13.3	2.51	2.85	1.66	1.67	
Rural activities	(446)	(628)	617	713	63	61	24	23	10.1	12.0	2.54	2.79	1.62	1.66	
Other	(358)	(370)	624	669	57	58	22	20	11.0	11.8	2.58	2.97	1.55	1.52	
Purpose of trip and season:															
June to September:															
Visiting friends/relatives	(313)	(364)	295	378	39	36	17	15	8.1	10.2	2.18	2.54	1.62	1.67	
Staying at a vacation spot	(313)	(423)	552	522	53	52	20	19	10.6	10.0	2.65	2.81	1.65	1.75	
City sightseeing	(211)	(359)	503	527	61	61	24	21	8.2	9.4	2.61	2.75	1.62	1.70	
Rural activities	(278)	(371)	405	536	45	45	18	17	9.0	10.6	2.55	2.92	1.66	1.67	
Other	(175)	(185)	567	479	51	58	22	17	9.7	9.6	2.63	2.95	1.55	1.55	
October to May:															
Visiting friends/relatives	(259)	(330)	327	553	45	25	14	21	12.9	14.1	1.83	2.10	1.44	1.51	
Staying at a vacation spot	(323)	(468)	1,023	1,068	70	70	29	26	14.7	15.8	2.37	2.88	1.67	1.61	
City sightseeing	(181)	(383)	753	890	61	61	25	23	12.3	14.3	2.45	2.83	1.61	1.63	
Rural activities	(168)	(257)	778	962	61	61	25	18	12.8	18.3	2.41	3.15	1.53	1.56	
Other	(183)	(185)	685	870	56	56	22	21	12.3	14.0	2.53	2.99	1.54	1.49	
Main mode of transport:															
Car	(826)	(1,219)	427	510	44	44	17	18	9.7	11.1	2.56	2.87	1.77	1.71	
Plane	(660)	(606)	811	963	58	74	29	23	13.9	13.5	2.01	2.55	1.42	1.45	
Bus	(150)	(124)	455	540	43	46	18	17	10.7	17.1	2.33	2.63	1.41	1.32	
Train	(23)	(383)	372	180	31	20	15	10	12.4	12.6	2.13	2.04	1.47	1.54	
Motor camper	(40)	(96)	437	596	42	41	13	16	10.4	15.8	3.13	2.60	1.69	1.89	
Other	(50)	(55)	646	545	49	49	15	10	13.1	13.2	3.21	3.78	1.43	1.48	

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1974-75

	Base (trips)		Total trip expenditures		Total trip expenditures per adult (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per adult (\$)		Average No. of nights spent		Average No. of adults on trip		Average No. of adults from own household		
	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	1974	1975	
Month trip started:																	
December to March . . . . .	(436)	(560)	\$567	\$1,009	\$405	\$374	\$55	\$63	\$26	\$23	15.6	17.7	2.14	2.70	1.57	1.54	
April to May . . . . .	(173)	(216)	625	631	264	234	56	56	23	21	11.3	11.7	2.37	2.70	1.54	1.55	
June to September . . . . .	(871)	(1,060)	444	473	182	169	46	50	19	18	9.6	9.7	2.44	2.80	1.63	1.66	
October to November . . . . .	(229)	(235)	479	587	195	213	44	64	18	18	10.8	9.9	2.46	2.76	1.55	1.58	
Nights spent in U.S.:																	
1-5 . . . . .	(512)	(621)	245	241	103	83	74	75	31	26	3.3	3.3	2.39	2.90	1.63	1.59	
6-11 . . . . .	(555)	(643)	535	590	220	217	68	76	28	28	7.9	7.8	2.43	2.72	1.57	1.64	
12-17 . . . . .	(361)	(428)	880	997	373	350	63	72	27	25	13.9	14.0	2.36	2.85	1.61	1.63	
18 and over . . . . .	(254)	(337)	934	1,096	432	438	29	35	13	14	32.1	33.1	2.16	2.50	1.50	1.54	

Note: If the average number of persons per trip is not provided the national average of 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

**CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1975  
BY DESTINATION**

Destination:	New England					Eastern Gateway			George Washington Country
	Total U.S.	Total	Maine	Massachusetts	All Other	Total	New York	New Jersey	
	%	%	%	%	%	%	%	%	%
New England .....	16	100	100	100	100	13	17	3	6
(Maine) .....	9	53	100	13	32	7	8	2	3
(Massachusetts) .....	5	29	7	100	13	3	5	*	2
(All other) .....	6	35	22	16	100	9	13	1	5
Eastern Gateway .....	19	14	14	13	29	100	100	100	17
(New York) .....	14	14	13	13	29	73	100	8	17
(New Jersey) .....	5	1	1	*	1	29	3	100	2
George Washington Country .....	5	2	2	2	4	4	6	1	100
The South .....	25	1	1	2	1	6	7	3	19
(Florida) .....	20	1	1	2	*	3	3	3	9
(All other) .....	7	*	*	*	1	4	5	3	17
Great Lakes Country .....	12	3	2	4	2	5	7	1	11
Mountain West .....	8	1	1	*	*	1	1	1	3
Frontier West .....	3	*	1	*	*	1	2	*	*
Far West .....	21	*	*	1	*	1	1	*	2
(California) .....	10	*	*	*	*	1	1	*	1
(Washington) .....	8	*	*	1	*	*	1	*	1
(All other) .....	10	*	*	*	*	*	1	*	1
Islands Region .....	7	*	*	*	*	1	1	*	*
U.S. Unspecified .....	2	*	*	*	*	*	*	*	*
Total U.S. ....	118	121	121	122	136	132	145	109	158
(Base) .....	2,071	392	206	106	142	365	268	108	104

Note: Includes multiple answers. Figures may differ slightly from the analysis because they include oversample interviews.

\* Less than 1/2 of 1%

**CANADIAN VACATION TRAVEL TO MULTIPLE REGIONS IN THE U.S. IN 1975  
BY DESTINATION**

Destination:	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West				U.S. Islands Region
	Total	Florida	All Other				Total	Califor- nia	Wash- ington	All Other	
New England . . . . .	1	1	1	4	2	2	*	*	*	*	*
(Maine) . . . . .	*	*	*	2	2	2	*	*	*	*	*
(Massachusetts) . . . . .	*	*	*	2	*	*	*	*	*	*	*
(All other) . . . . .	*	*	1	1	*	*	*	*	*	*	*
Eastern Gateway . . . . .	4	3	12	8	2	8	1	1	1	1	1
(New York) . . . . .	4	2	9	8	2	8	1	1	1	1	1
(New Jersey) . . . . .	1	1	2	*	*	*	*	*	*	*	*
George Washington Country . . . . .	3	2	11	4	2	*	*	*	1	*	*
The South . . . . .	100	100	100	17	5	20	1	1	1	2	3
(Florida) . . . . .	82	100	36	12	2	5	*	1	*	*	3
(All other) . . . . .	28	12	100	14	3	18	1	1	1	2	*
Great Lakes Country . . . . .	8	7	24	100	20	25	4	5	3	5	1
Mountain West . . . . .	2	1	4	14	100	15	12	12	19	18	*
Frontier West . . . . .	2	1	7	6	5	100	7	11	6	12	*
Far West . . . . .	1	*	2	7	33	57	100	100	100	100	3
(California) . . . . .	*	*	1	4	15	40	46	100	26	38	2
(Washington) . . . . .	*	*	1	2	19	18	39	22	100	29	1
(All other) . . . . .	1	*	2	4	24	43	49	40	37	100	1
Islands Region . . . . .	1	1	*	*	*	*	1	2	1	1	100
U.S. Unspecified . . . . .	*	*	*	*	*	4	1	1	*	*	*
Total U.S. . . . .	122	116	161	160	169	231	127	133	132	139	108
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

## PROJECTED EXPENDITURES

	1974 \$	1975 \$	I - H Percentage Increase %
<u>Vacation Expenditures by Canadians</u>			
Total . . . . .	2,392,000,000	2,923,000,000	+22
Total Vacation Expenditures by Canadians Spending One or More Nights In:			
Canada . . . . .	1,156,000,000	1,389,000,000	+20
Atlantic Provinces . . . . .	161,000,000	234,000,000	+45
Quebec . . . . .	243,000,000	304,000,000	+25
Ontario . . . . .	369,000,000	460,000,000	+25
Prairie Provinces . . . . .	307,000,000	405,000,000	+32
British Columbia . . . . .	356,000,000	408,000,000	+15
Offshore Countries . . . . .	890,000,000	919,000,000	+3
Total U.S. Expenditures by Canadians Spending One or More Nights In:			
U.S.A. . . . .	631,000,000	777,000,000	+23
U.S. (Mainland Only) . . . . .	540,000,000	672,000,000	+24
New England . . . . .	55,000,000	72,000,000	+31
Eastern Gateway . . . . .	60,000,000	99,000,000	+65
George Washington Country . . . . .	34,000,000	34,000,000	—
The South . . . . .	196,000,000	272,000,000	+39
Great Lakes Country . . . . .	56,000,000	64,000,000	+14
Mountain West . . . . .	38,000,000	60,000,000	+58
Frontier West . . . . .	36,000,000	35,000,000	-3
Far West . . . . .	171,000,000	191,000,000	+12
U.S. Islands . . . . .	101,000,000	101,000,000	—

### CANADIAN VACATION PARTY EXPENDITURES, 1974-1975

	Average Expenditures Per Vacation Party					
	Per Trip			Per Day		
	1973	1974	1975	1973	1974	1975
Base	(5,115)	(4,766)	(5,367)	(5,115)	(4,766)	(5,367)
	\$	\$	\$	\$	\$	\$
<u>Areas Visited Overnight or Longer</u>						
Total . . . . .	396	479	554	31	36	42
Total Canada . . . . .	261	312	363	23	27	30
Atlantic Provinces . . . . .	379	403	459	29	32	33
Quebec . . . . .	313	307	383	25	27	31
Ontario . . . . .	298	291	384	24	25	31
Manitoba . . . . .	489	481	552	24	23	31
Saskatchewan . . . . .	444	421	597	24	25	35
Alberta . . . . .	314	445	471	24	31	31
British Columbia . . . . .	302	401	427	23	28	30
U.S.A. (Mainland)* . . . . .	508	616	687	37	44	49
All Other Countries . . . . .	1,242	1,373	1,575	43	59	70

\*Includes expenditures made while traveling to and from the U.S.  
The amount actually spent in the U.S. per party was \$570 in 1974 and \$651 in 1975.

## SECTION II

# TRAVELER CHARACTERISTICS

### CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY PLACE OF RESIDENCE

Place of residence:	New England					Eastern Gateway			George Wash- ington Country			
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other		Total	New York	New Jersey
Atlantic Provinces . . . . .	10%	2%	2%	5%	16%	22%	18%	12%	3%	4%	—%	4%
(Newfoundland) . . . . .	2	+	—	1	1	*	2	—	1	1	—	*
(Prince Edward Island)	*	—	—	—	—	—	—	—	—	—	—	—
(Nova Scotia) . . . . .	4	1	2	2	5	8	9	7	2	2	—	4
(New Brunswick) . . . . .	4	*	—	2	10	14	7	5	1	1	—	—
Quebec . . . . .	19	26	21	27	50	52	43	43	44	30	79	24
Ontario . . . . .	36	47	71	39	30	23	35	42	47	60	16	65
Prairie Provinces . . . . .	20	13	3	14	3	3	3	2	4	4	5	2
(Manitoba) . . . . .	5	5	1	4	1	2	—	—	2	2	3	*
(Saskatchewan) . . . . .	5	2	1	3	1	1	2	1	1	1	2	1
(Alberta) . . . . .	10	6	2	7	1	1	1	2	*	*	—	1
British Columbia . . . . .	15	7	3	15	1	—	2	2	1	1	—	6
Other . . . . .	*	5	—	*	*	*	—	—	1	1	—	1
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2,071	392	206	106	142	365	268	108	104

Place of residence:	The South					Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington		All Other
Atlantic Provinces . . . . .	3%	2%	3%	3%	1%	3%	1%	2%	—%	—%	3%
(Newfoundland) . . . . .	*	*	*	1	—	1	—	—	—	—	1
(Prince Edward Island)	—	—	—	—	—	—	—	—	—	—	—
(Nova Scotia) . . . . .	1	1	2	2	1	2	1	1	—	—	2
(New Brunswick) . . . . .	1	1	1	*	—	—	*	*	—	—	1
Quebec . . . . .	29	30	18	11	1	—	6	8	5	2	8
Ontario . . . . .	63	63	69	61	14	27	17	24	5	18	32
Prairie Provinces . . . . .	5	3	8	21	72	36	25	22	20	30	18
(Manitoba) . . . . .	2	1	4	11	22	15	4	3	2	5	7
(Saskatchewan) . . . . .	1	1	—	5	21	7	4	4	3	6	4
(Alberta) . . . . .	2	1	4	5	29	14	17	15	15	18	8
British Columbia . . . . .	*	—	*	5	12	33	51	44	70	51	39
Other . . . . .	1	1	1	*	1	—	1	1	*	*	*
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

Example of how to read table: in 1975, 18% of the Canadians who vacationed in Massachusetts resided in the Atlantic Provinces.



CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY SIZE OF CITY OF RESIDENCE

City Size:	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Over 500,000 . . . . .	33%	62%	51%	47%	47%	34%	55%	50%	56%	54%	63%	50%
100,000 to 500,000 . . . . .	20	14	16	16	16	23	13	22	15	17	8	15
30,000 to 100,000 . . . . .	10	4	13	10	9	10	8	6	9	9	9	6
10,000 to 30,000 . . . . .	9	7	5	5	5	6	5	3	3	2	3	3
1,000 to 10,000 . . . . .	11	4	8	8	12	11	10	12	7	6	11	16
Under 1,000 . . . . .	17	9	7	14	12	16	9	7	10	12	6	11
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

City Size:	The South					Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington		All Other
Over 500,000 . . . . .	51%	52%	44%	46%	27%	39%	42%	50%	45%	39%	51%
100,000 to 500,000 . . . . .	14	13	14	15	27	15	18	15	15	19	17
30,000 to 100,000 . . . . .	11	11	10	15	13	10	7	8	8	9	6
10,000 to 30,000 . . . . .	4	3	7	7	5	12	10	5	9	15	4
1,000 to 10,000 . . . . .	7	7	9	5	10	2	7	7	6	5	9
Under 1,000 . . . . .	14	15	17	13	19	23	17	14	17	13	15
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY URBAN/RURAL RESIDENCE**

			New England						Eastern Gateway			George Wash- ington Country	
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey		
Urban vs. rural:													
Urban . . . . .		83%	92%	93%	86%	88%	85%	91%	93%	90%	88%	94%	89%
Rural . . . . .	18	9	7	14	12	16	9	7	10	12	6	11	
(Farm) . . . . .	4	3	1	3	3	3	3	2	3	2	3	1	
(Non-Farm).. . . . .	13	6	6	11	10	13	6	5	8	10	3	10	
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100	
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104	

	The South					Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington		All Other
Urban vs. rural:											
Urban . . . . .	86%	86%	84%	87%	81%	77%	83%	86%	83%	87%	85%
Rural . . . . .	14	15	17	13	19	23	17	14	17	13	15
(Farm) . . . . .	3	4	1	2	6	9	5	5	6	3	3
(Non-Farm).. . . . .	11	11	15	11	13	14	12	9	11	10	12
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY LANGUAGE SPOKEN**

					New England				Eastern Gateway			George Washington Country
	Canada	Europe	Caribbean	Total U.S.	Total	Maine	Massachusetts	All Other	Total	New York	New Jersey	
Language Spoken:												
English . . . . .	68%	55%	70%	67%	50%	51%	54%	57%	51%	62%	26%	72%
French (Quebec) . . . . .	17	12	13	19	40	44	27	33	31	17	67	16
French (Non-Quebec) . . . . .	5	3	7	2	2	1	2	2	5	7	—	2
Other . . . . .	10	29	10	12	9	4	18	8	13	15	7	10
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Mountain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	California	Washington		All Other
Language Spoken:											
English . . . . .	73%	73%	78%	76%	77%	85%	83%	82%	81%	83%	73%
French (Quebec) . . . . .	19	20	10	5	1	—	3	5	2	1	7
French (Non-Quebec) . . . . .	2	1	2	1	2	1	2	*	2	2	5
Other . . . . .	7	7	9	18	21	13	13	13	15	14	15
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY DWELLING OWNERSHIP**

	Canada		Carib- bean	Total U.S.	New England				Eastern Gateway		George Wash- ington Country	
	Europe				Total	Maine	Massa- chusetts	All Other	Total	New York		New Jersey
Tenant vs. owner:												
Owner . . . . .	64%	67%	59%	64%	58%	61%	61%	59%	62%	63%	59%	59%
Tenant . . . . .	36	33	41	36	42	40	39	41	38	37	41	41
Not Stated . .	-	-	-	-	-	-	-	-	-	-	-	-
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
Tenant vs. owner:											
Owner . . . . .	66%	66%	70%	66%	77%	71%	66%	59%	70%	64%	66%
Tenant . . . . .	34	34	30	34	23	29	34	41	30	36	34
Not Stated . .	-	-	-	-	-	-	-	-	-	-	-
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than ½ of 1%

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY TYPE OF DWELLING OCCUPIED**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Type of dwelling:												
Single/Semi- detached . . . .	71%	67%	61%	67%	61%	65%	59%	64%	59%	63%	48%	63%
Row house . . .	11	11	12	12	19	15	20	17	16	11	29	6
Apartment . . .	15	21	27	19	18	18	21	15	22	25	20	30
Other . . . . .	3	1	*	2	2	2	1	4	2	2	2	*
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
Type of dwelling:											
Single/Semi- detached . . . .	66%	63%	73%	70%	86%	87%	74%	68%	81%	74%	72%
Row house . . .	12	12	9	14	4	4	6	9	3	7	9
Apartment . . .	21	23	17	16	5	5	17	19	12	17	18
Other . . . . .	2	2	2	1	4	5	3	4	4	2	2
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding

## CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY SEX

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Sex:												
Male . . . . .	49%	53%	46%	46%	48%	48%	51%	49%	42%	44%	38%	56%
Female . . . . .	51	47	55	54	52	52	49	51	58	56	62	45
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South					Far West					U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other		
Sex:												
Male . . . . .	44%	42%	54%	52%	63%	43%	45%	50%	47%	49%	47%	
Female . . . . .	56	58	46	49	38	57	55	50	53	51	53	
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144	

Note: Totals may not add to 100% due to rounding

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY AGE

					New England				Eastern Gateway			George Washington Country
	Canada	Europe	Caribbean	Total U.S.	Total	Maine	Massachusetts	All Other	Total	New York	New Jersey	
Age:												
18-29 years . .	37%	33%	36%	33%	36%	37%	38%	34%	36%	37%	37%	32%
30-39 years . .	18	21	26	19	25	26	26	18	23	25	19	19
40-49 years . .	18	16	17	15	16	19	11	15	16	14	19	17
50 years and over . . . . .	26	30	21	33	24	19	26	33	25	25	25	32
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South				Far West				U.S. Islands Region		
	Total	Florida	All Other	Great Lakes Country	Mountain West	Frontier West	Total	California	Washington	All Other	
Age:											
18-29 years . .	29%	29%	24%	35%	35%	37%	31%	35%	29%	30%	35%
30-39 years . .	13	12	16	17	25	10	14	12	18	14	19
40-49 years . .	16	15	15	12	16	11	12	9	17	10	13
50 years and over . . . . .	42	44	45	36	24	43	43	43	36	46	33
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding



## CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY MARITAL STATUS

	New England								Eastern Gateway			George Washington Country
	Canada	Europe	Caribbean	Total U.S.	Total	Maine	Massachusetts	All Other	Total	New York	New Jersey	
Marital Status:												
Single . . . . .	28%	34%	30%	27%	31%	31%	34%	33%	34%	37%	25%	18%
Married . . . . .	60	58	54	60	61	62	54	59	56	55	58	78
Wid./Div./Sep.	12	9	16	13	9	7	11	8	11	8	17	5
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South				Far West				U.S. Islands Region		
	Total	Florida	All Other	Great Lakes Country	Mountain West	Frontier West	Total	California		Washington	All Other
Marital Status:											
Single . . . . .	25%	24%	24%	29%	22%	34%	24%	30%	24%	21%	26%
Married . . . . .	62	64	64	56	70	46	58	55	67	56	56
Wid./Div./Sep.	13	13	12	15	8	20	18	15	9	23	18
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding

## CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY EDUCATION

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Education:												
Public/												
Elementary . . .	14%	10%	3%	11%	15%	17%	14%	12%	12%	13%	8%	7%
(Some) . . . . .	(7)	(4)	(*)	(5)	(6)	(6)	(7)	(5)	(5)	(4)	(7)	(3)
(Graduated) . .	(7)	(6)	(3)	(6)	(9)	(11)	(7)	(7)	(7)	(9)	(1)	(4)
Secondary/High												
School . . . . .	51	38	39	48	41	42	34	44	45	41	56	48
(Some) . . . . .	(29)	(26)	(18)	(24)	(20)	(21)	(15)	(23)	(21)	(19)	(26)	(17)
(Graduated) . .	(22)	(12)	(21)	(24)	(21)	(21)	(19)	(21)	(24)	(22)	(30)	(31)
Tech/Sr.College	15	20	21	16	15	14	14	19	20	19	21	18
(Some) . . . . .	(7)	(7)	(12)	(7)	(11)	(9)	(10)	(13)	(11)	(11)	(12)	(3)
(Graduated) . .	(8)	(13)	(9)	(9)	(4)	(5)	(4)	(6)	(9)	(8)	(9)	(15)
University . . .	19	32	38	24	29	28	38	26	23	26	14	27
(Some) . . . . .	(9)	(10)	(12)	(11)	(14)	(15)	(14)	(13)	(10)	(12)	(4)	(12)
(Graduated) . .	(10)	(22)	(26)	(13)	(15)	(13)	(24)	(13)	(13)	(14)	(10)	(15)
Refused . . . .	1	1	-	1	*	-	1	-	1	1	1	-
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South					Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington		All Other
Education:											
Public/											
Elementary . . .	13%	14%	13%	13%	13%	13%	9%	7%	7%	11%	9%
(Some) . . . . .	(5)	(5)	(6)	(6)	(5)	(7)	(3)	(1)	(3)	(3)	(3)
(Graduated) . .	(8)	(9)	(7)	(7)	(8)	(6)	(6)	(6)	(4)	(8)	(6)
Secondary/High											
School . . . . .	49	51	44	45	49	39	53	49	49	51	42
(Some) . . . . .	(28)	(30)	(23)	(25)	(26)	(20)	(23)	(19)	(24)	(19)	(21)
(Graduated) . .	(21)	(21)	(21)	(20)	(23)	(19)	(30)	(30)	(25)	(32)	(21)
Tech/Sr.College	17	15	18	13	17	30	16	19	21	18	15
(Some) . . . . .	(7)	(7)	(6)	(8)	(9)	(12)	(4)	(4)	(7)	(4)	(3)
(Graduated) . .	(10)	(8)	(12)	(5)	(8)	(18)	(12)	(15)	(14)	(14)	(12)
University . . .	21	21	25	30	20	18	23	24	22	20	33
(Some) . . . . .	(10)	(9)	(13)	(13)	(9)	(8)	(14)	(15)	(12)	(14)	(10)
(Graduated) . .	(11)	(12)	(12)	(17)	(11)	(10)	(9)	(9)	(10)	(6)	(23)
Refused . . . .	*	*	-	*	1	-	1	1	1	1	1
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	487	392	139	224	168	48	441	194	195	201	144

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY OCCUPATION OF HEAD OF HOUSE**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Occupation — Head of House:												
Professional/Sales White collar . .	33%	46%	66%	46%	47%	48%	55%	43%	47%	44%	53%	48%
Skilled labor . .	34	30	21	26	29	34	21	29	32	34	28	33
Unskilled labor	8	4	4	6	6	5	8	3	5	4	6	6
Student . . . .	2	1	4	2	3	1	4	4	3	4	1	2
Retired/ Pensioned . . .	10	9	2	9	7	5	2	13	5	5	5	8
Other . . . . .	12	9	3	10	8	8	10	6	7	7	8	3
Refused . . . .	1	1	*	1	1	—	1	2	2	2	—	—
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South					Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington		All Other
Occupation — Head of House:											
Professional/Sales White collar . .	47%	47%	39%	34%	41%	45%	46%	49%	37%	47%	52%
Skilled labor . .	23	21	27	32	26	15	23	16	34	24	23
Unskilled labor	6	6	8	4	12	1	3	3	7	3	2
Student . . . .	2	2	3	4	1	*	2	3	1	1	3
Retired/ Pensioned . . .	11	13	16	12	11	17	14	16	14	15	9
Other . . . . .	11	11	6	12	9	17	11	13	8	11	9
Refused . . . .	3	1	1	2	1	5	1	1	1	1	2
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975 BY FAMILY INCOME

Family Income:	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Under \$5,000 . . .	7%	4%	5%	5%	4%	3%	4%	4%	4%	5%	4%	1%
\$5,000 to \$7,499 . . . . .	9	4	5	7	8	7	8	7	4	3	6	5
\$7,500 to \$9,999 . . . . .	8	5	1	8	8	7	9	5	9	9	9	5
\$10,000 to \$14,999 . . . . .	29	27	22	25	30	30	22	31	25	24	29	24
\$15,000 to \$16,999 . . . . .	12	11	14	11	13	14	13	12	16	16	15	9
\$17,000 to \$19,999 . . . . .	11	10	15	11	10	10	12	10	11	10	17	15
\$20,000 and over . . . . .	23	37	37	30	27	27	31	29	25	27	19	36
Refused . . . . .	1	2	2	3	2	2	3	3	5	7	1	5
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

Family Income:	The South					Far West					U.S. Islands Region
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other	
Under \$5,000 . . .	4%	4%	5%	9%	5%	10%	7%	9%	8%	8%	2%
\$5,000 to \$7,499 . . . . .	5	5	6	11	9	4	8	10	6	5	8
\$7,500 to \$9,999 . . . . .	7	7	10	7	4	10	7	9	5	5	6
\$10,000 to \$14,999 . . . . .	20	22	13	27	24	36	27	21	25	30	21
\$15,000 to \$16,999 . . . . .	11	12	11	6	10	1	11	11	9	12	9
\$17,000 to \$19,999 . . . . .	13	14	15	14	10	9	10	7	17	7	10
\$20,000 and over . . . . .	36	35	39	25	35	28	28	30	29	30	42
Refused . . . . .	2	2	2	3	3	1	2	3	2	3	2
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY SOCIO-ECONOMIC LEVEL**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
<b>Socio-economic Level:</b>												
Upper . . . . .	23%	36%	38%	30%	33%	34%	38%	35%	31%	32%	30%	37%
Upper-middle . . . . .	21	22	24	20	12	14	13	8	19	19	21	18
Middle . . . . .	20	23	19	21	27	24	27	25	17	15	21	26
Lower-middle . . . . .	20	13	13	18	17	18	13	21	20	21	17	13
Lower . . . . .	17	8	5	12	11	9	9	12	12	14	11	8
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South					Far West					U.S. Islands Region
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other	
<b>Socio-economic Level:</b>											
Upper . . . . .	42%	39%	51%	26%	27%	21%	23%	24%	24%	24%	18%
Upper-middle . . . . .	19	19	16	21	21	8	21	20	20	18	30
Middle . . . . .	16	16	11	24	21	29	21	18	17	26	20
Lower-middle . . . . .	15	16	16	21	16	25	21	25	22	19	25
Lower . . . . .	8	19	5	9	16	17	14	14	17	15	9
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY FAMILY COMPOSITION**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Family composition:												
Adults only . . .	53%	59%	63%	58%	54%	51%	56%	60%	54%	57%	48%	58%
Adults with children . . .	47	41	37	42	46	49	44	40	46	43	52	42
With children 15-17 . . . . .	19	17	16	17	15	18	15	13	16	12	26	13
With children 5-14 . . . . .	32	24	23	28	33	32	31	30	29	28	28	26
With children under 5 . . . . .	15	13	12	12	14	15	13	11	17	16	19	18
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South					Far West					U.S. Islands Region
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other	
Family composition:											
Adults only . . .	67%	69%	69%	57%	43%	79%	62%	69%	55%	64%	72%
Adults with children . . . . .	33	31	31	43	57	22	38	31	45	36	28
With children 15-17 . . . . .	14	13	15	18	26	8	15	12	20	14	14
With children 5-14 . . . . .	23	22	24	28	40	13	28	24	29	27	19
With children under 5 . . . . .	8	8	7	17	15	6	9	8	11	7	5
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY NUMBER OF ADULTS FROM OWN HOUSEHOLD**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Number adults from own household:												
One . . . . .	52%	63%	49%	43%	37%	32%	46%	41%	43%	45%	39%	31%
Two . . . . .	46	36	48	54	59	63	50	57	53	52	55	66
Three . . . . .	2	1	3	3	3	4	2	2	3	3	5	3
Four . . . . .	*	-	-	1	1	*	1	1	1	*	2	1
Five or more . . . . .	*	-	-	*	-	-	-	-	-	-	-	-
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104
Mean . . . . .	1.5	1.4	1.5	1.6	1.7	1.7	1.6	1.6	1.6	1.6	1.7	1.7

	The South				Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region
	Total	Florida	All Other	Total				Califor- nia	Wash- ington	All Other	
Number adults from own household:											
One . . . . .	42%	42%	36%	51%	36%	55%	44%	45%	32%	47%	51%
Two . . . . .	54	55	60	47	62	45	54	53	65	51	49
Three . . . . .	3	3	3	3	2	-	2	2	3	2	*
Four . . . . .	1	1	1	-	*	-	*	1	*	-	*
Five or more . . . . .	-	-	-	*	-	*	*	-	1	*	-
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144
Mean . . . . .	1.6	1.6	1.7	1.5	1.7	1.5	1.6	1.6	1.7	1.6	1.5

\* Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding



## SECTION III

## TRIP CHARACTERISTICS

## CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975 BY PURPOSE OF TRIP

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway		George Wash- ington Country		
					Total	Maine	Massa- chusetts	All Other	Total	New York		New Jersey	
Purpose of trip:													
To visit friends or relatives . . .		52%	62%	21%	33%	31%	26%	39%	32%	42%	45%	34%	42%
To stay at a summer place I own . . .	4	2	—	1	1	1	2	2	1	1	—	—	2
To spend some time at a vacation spot . . . . .	25	24	69	42	45	50	42	34	35	27	54	24	24
Camping/Tenting/ Fishing/Boating/ or other outdoor activities . . .	32	2	22	18	26	39	16	25	17	16	20	11	11
Sightseeing away from the cities and towns . . .	15	25	24	18	25	29	26	30	17	21	7	15	15
Sightseeing and doing things in cities and towns . . .	15	38	30	28	24	22	29	27	20	25	10	26	26
Shopping . . . .	7	15	11	14	15	19	17	13	13	17	6	15	15
To attend sports/ festivals/or other special events . .	6	12	2	9	8	3	15	6	8	9	6	9	9
Combined business and pleasure . .	7	4	5	6	3	4	4	3	8	10	4	9	9
Other . . . . .	5	10	4	6	4	5	1	4	6	5	8	10	10
Total . . . . .	168	194	188	175	182	198	191	176	167	176	149	163	163
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104	104

Note: Includes multiple answers

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
BY PURPOSE OF TRIP (cont'd)**

Purpose of trip:	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
To visit friends or relatives . . .	25%	24%	23%	57%	40%	40%	37%	41%	44%	31%	6%
To stay at a summer place I own . . .	2	2	—	1	2	—	*	—	1	—	*
To spend some time at a vacation spot . . . . .	61	66	53	19	27	22	33	35	27	37	70
Camping/Tenting/ Fishing/Boating or other outdoor activities . . .	18	16	27	19	26	20	15	16	24	18	20
Sightseeing away from cities and towns . . .	17	14	25	19	27	40	22	22	28	25	29
Sightseeing and doing things in cities and towns . . . . .	25	23	32	33	42	63	40	51	38	44	43
Shopping . . .	13	12	17	17	25	25	16	14	26	13	11
To attend sports/ festivals/or other special events	7	4	15	21	12	12	11	10	12	10	4
Combined business and pleasure . .	5	4	8	9	5	13	6	8	4	6	3
Other . . . . .	7	7	7	5	6	2	5	5	5	8	6
Total . . . . .	180	172	207	200	212	233	185	202	192	192	192
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Includes multiple answers

## TOTAL CANADIAN VACATION TRAVEL, BY MAIN PURPOSE OF TRIP, 1967 - 75

	Percent of total trips			
	1967 %	1973 %	1974 %	1975 %
Main purpose of trip:				
To visit friends or relatives . . . . .	45	44	47	47
To spend some time at a vacation spot . . . . .	19	23	24	30
Sightseeing and doing things in cities and towns . . . . .	11	13	13	19
Sightseeing and doing things away from cities and towns . . . . .	9	14	13	16
Fishing, boating, other outdoor activities . . . . .	12	10	11	15
Camping and tenting . . . . .	8	12	10	12
Shopping . . . . .	5	4	5	9
To stay at a summer place I own . . . . .	4	3	3	3
To attend sports, festivals, and special events . . . . .	3	5	5	7
Combined business and pleasure . . . . .	5	9	8	7
Other (Includes Expo '67). . . . .	25	5	7	5

CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
PURPOSE OF TRIP BY NIGHTS SPEND IN THE U.S.\*\*

Purpose of trip	Total U.S. trips	Nights in United States			
		1-5	6-11	12-17	18 and over
Visit friends or relatives . . . . .	33%	37%	34%	25%	37%
To stay at a summer place I own . . . . .	1	1	1	*	3
To spend some time at a vacation spot . . . . .	42	21	46	57	44
Camping/tenting . . . . .	10	11	8	9	13
Fishing/boating or other outdoor activities . . . . .	8	5	9	9	9
Sightseeing away from cities and towns . . . . .	18	16	16	23	18
Sightseeing and doing things in cities and towns . . . . .	28	25	24	34	28
Shopping . . . . .	14	19	12	13	11
To attend sports/festivals or other special events . . . . .	9	14	8	5	8
Combined business and pleasure . . . . .	6	7	6	4	5
Other . . . . .	6	5	6	7	5
Total . . . . .	175	167	170	186	181
(Base) . . . . .	2071	621	643	428	337

\* Less than 1/2 of 1%

\*\* Includes multiple answers

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
PURPOSE OF TRIP BY MONTH TRIP STARTED**

Purpose of trip	Total U.S. trips	Month trip started			
		December to March	April to May	June to September	October to November
Visit friends or relatives . . . . .	33%	33%	33%	34%	33%
To stay at a summer place I own . . . . .	1	1	1	1	1
To spend some time at a vacation spot . . . . .	42	51	43	38	37
Camping/tenting . . . . .	10	4	5	17	5
Fishing/boating or other outdoor activities . . . . .	8	9	8	7	5
Sightseeing away from cities and towns . . . . .	18	13	18	22	16
Sightseeing and doing things in cities and towns . . . . .	28	26	33	26	33
Shopping . . . . .	14	13	16	15	12
To attend sports/festivals or other special events . . . . .	9	11	8	9	5
Combined business and pleasure . . . . .	6	3	8	6	7
Other . . . . .	6	6	6	5	6
Total . . . . .	175	170	179	180	160
(Base) . . . . .	2071	560	216	1060	235

Note: Includes multiple answers

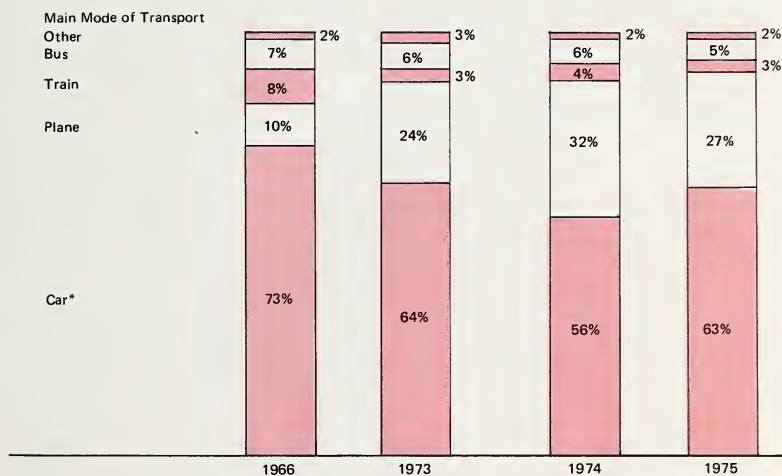
**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY TOTAL ADULTS IN PARTY**

	Canada	Europe	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
					Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Total adults in party:												
1 Person . . . .	25%	43%	25%	16%	8%	4%	13%	7%	19%	21%	12%	13%
2 People . . . .	49	44	51	50	47	52	47	50	43	44	39	56
3 People . . . .	10	4	10	10	14	10	18	19	11	11	10	9
4 People . . . .	9	2	7	15	18	19	13	16	18	15	27	12
5 or more people . . . .	7	7	7	9	13	16	9	9	10	9	12	9
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104
Mean . . . . .	2.4	2.2	2.4	2.8	3.1	3.1	2.8	2.9	2.7	2.6	3.1	2.7

	The South				Great Lakes Country	Moun- tain West	Far West				U.S. Islands Region
	Total	Florida	All Other	Frontier West			Total	Califor- nia	Wash- ington	All Other	
Total adults in party:											
1 Person . . . .	15%	16%	6%	21%	10%	24%	17%	21%	15%	17%	14%
2 People . . . .	50	49	54	43	60	51	58	55	61	56	55
3 People . . . .	10	11	11	9	13	10	10	11	13	9	7
4 People . . . .	18	17	21	11	14	3	9	8	9	11	13
5 or more people . . . .	8	8	7	15	3	11	6	5	3	7	11
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144
Mean . . . . .	2.8	2.7	3.0	2.8	2.5	2.8	2.5	2.4	2.3	2.6	3.1

Note: Totals may not add to 100% due to rounding

**TOTAL CANADIAN VACATION TRAVEL  
BY MAIN MODE OF TRANSPORT, 1966 - 75**



\*In 1973 to 1975, "motorcamper" was included as a separate answer category. In this chart, it is added to "car" for greater comparability.

CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
BY MAIN MODE OF TRANSPORT

				New England				Eastern Gateway			George Washington Country	
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York		New Jersey
Main mode of transportation:												
Air . . . . .	17%	89%	92%	32%	8%	2%	18%	5%	18%	20%	13%	22%
Auto . . . . .	70	6	2	55	77	85	65	81	66	62	78	64
Bus . . . . .	6	1	1	6	5	2	6	9	10	11	6	7
Train . . . . .	4	4	—	1	1	*	1	2	*	*	—	1
Ship . . . . .	1	1	6	1	1	*	4	—	1	2	—	—
Motor camper	4	—	—	4	4	6	3	2	3	4	—	3
Other . . . . .	2	—	—	1	3	4	4	1	2	2	3	3
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South					Far West					U.S. Islands Region
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other	
Main mode of transportation:											
Air . . . . .	48%	52%	22%	24%	4%	30%	33%	44%	8%	29%	88%
Auto . . . . .	45	42	65	57	80	33	44	37	63	39	6
Bus . . . . .	4	3	9	10	2	17	10	10	6	15	1
Train . . . . .	*	*	—	3	1	—	2	1	2	3	—
Ship . . . . .	1	1	1	—	—	—	2	1	2	3	5
Motor camper	2	2	3	5	10	12	8	7	17	9	*
Other . . . . .	*	*	—	2	2	8	1	2	2	1	1
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%



## CHARACTERISTICS OF CANADIAN VACATION AIR TRAVELERS

III - H

	Percent of trips taken by air		
			Change
	1974	1975	1974-1975
	%	%	%
Total .....	32	27	-5
Place of residence:			
Atlantic Provinces .....	39	25	-14
Quebec .....	25	23	-2
Ontario .....	34	31	-3
Prairie Provinces .....	31	23	-8
British Columbia .....	32	28	-4
Areas visited:			
Canada .....	20	16	-4
Atlantic Provinces .....	25	21	-4
Quebec .....	11	9	-2
Ontario .....	16	13	-3
Prairie Provinces .....	21	19	-2
British Columbia .....	26	20	-6
U.S. (Mainland) .....	33	28	-5
All Other Countries .....	90	89	-1
Marital Status:			
Married .....	27	24	-3
Single .....	36	29	-7
Separated/widowed/divorced .....	41	38	-3
Type of dwelling:			
Detached/Semi-detached .....	29	25	-4
Townhouse .....	27	21	-6
Apartment .....	41	39	-2
Education (attended or completed)			
University .....	44	40	-4
Technical/Preparatory .....	41	34	-7
High School .....	34	27	-7
Public School .....	21	20	-1
Socio-economic level:			
Upper .....	43	33	-10
Upper middle .....	32	28	-4
Middle .....	25	29	+4
Lower middle .....	29	23	-6
Lower .....	23	19	-4
Language:			
French Quebec .....	18	15	-3
All other .....	34	29	-5
Family composition:			
Adults only .....	36	33	-3
Have children under 18 years .....	26	20	-6

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
BY MAIN MODE OF TRANSPORT AND MONTH TRIP STARTED**

Main mode of transport	Total U.S. trips	December to March	April to May	June to September	October to November
Air .....	32%	53%	46%	13%	44%
Auto .....	54	34	40	71	43
Bus .....	7	6	6	7	2
Train .....	1	2	1	1	*
Ship .....	1	2	2	1	8
Motor Camper .....	4	3	2	5	1
Other .....	1	*	3	2	2
Total .....	100	100	100	100	100
(Base) .....	2071	560	216	1060	235

\* Less than 1/2 of 1%

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975, BY MAIN MODE  
OF TRANSPORT AND NIGHTS SPEND IN THE U.S.**

Main mode of transport	Total U.S. trips	Nights in United States			
		1-5	6-11	12-17	18 & over
Air .....	32%	21%	35%	42%	33%
Auto .....	54	67	53	45	48
Bus .....	7	5	7	8	8
Train .....	1	1	1	*	2
Ship .....	1	1	1	1	*
Motor camper .....	4	4	3	3	6
Other .....	1	1	1	1	2
Total .....	100	100	100	100	100
(Base) .....	2071	621	643	428	337

\* Less than 1/2 of 1%

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
AMONG USERS OF PUBLIC TRANSPORT**

Travel Arrangements	Canada	Europe	Caribbean	Total U.S.	Eastern Gateway
Independent . . . . .	85%	74%	37%	66%	85%
Package Tour . . . . .	9	22	61	31	9
Not Stated . . . . .	6	5	2	3	7
Total . . . . .	100	100	100	100	100
(Base) . . . . .	1054	303	130	866	120

Travel Arrangements	The South	Far West	U.S. Islands Region
Independent . . . . .	70%	58%	34%
Package Tour . . . . .	28	38	62
Not Stated . . . . .	2	4	3
Total . . . . .	100	100	100
(Base) . . . . .	273	208	132

## TOTAL CANADIAN VACATION TRAVEL, BY MONTH TRIP STARTED, 1966 - 75

	Percent of trips		
	1966 %	1974 %	1975 %
Month trip started:			
January . . . . .	3	3	3
February . . . . .	3	4	4
March . . . . .	5	6	5
April . . . . .	5	4	4
May . . . . .	4	6	5
June . . . . .	8	9	10
July . . . . .	30	25	26
August . . . . .	22	19	20
September . . . . .	7	9	8
October . . . . .	5	9	7
November . . . . .	3	3	4
December . . . . .	5	4	4

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
BY SEASONALITY OF TRIP ( QUARTERLY )**

					New England				Eastern Gateway			George Wash- ington Country
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Time trip started:												
1st quarter . .	6%	15%	46%	23%	2%	1%	4%	1%	9%	11%	4%	15%
2nd quarter . .	19	30	26	17	15	14	16	15	17	19	12	15
(1st half) . .	25	45	72	40	17	15	20	16	26	30	16	30
3rd quarter . .	61	34	10	42	72	82	66	67	60	55	74	52
4th quarter . .	14	21	19	18	11	4	14	16	14	16	10	18
(2nd half) .	75	55	29	60	83	86	80	83	74	71	84	70
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South						Far West				U.S. Islands Region	U.S. Main Land
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other		
Time trip started:												
1st quarter . .	48%	54%	36%	14%	13%	36%	20%	32%	14%	16%	51%	21%
2nd quarter . .	15	12	18	18	19	24	21	21	20	23	19	17
(1st half) . .	63	66	54	32	31	60	41	53	34	39	70	38
3rd quarter . .	14	9	27	51	58	23	39	29	54	36	7	45
4th quarter . .	23	25	19	18	11	17	20	18	12	26	23	18
(2nd half) .	37	34	46	69	69	40	59	47	66	62	30	63
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144	1937

CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
BY SEASONALITY OF TRIP ( QUARTERLY )

	Canada	Carib- bean	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
				Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Month trip started:											
December to March . . . . .	10%	60%	29%	4%	1%	7%	5%	14%	14%	12%	17%
April to May . . . . .	8	19	11	5	2	6	8	10	13	1	13
June to September . . . . .	72	17	48	82	93	76	74	67	61	85	55
October to November . . . . .	10	5	12	8	3	12	12	10	13	2	16
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	120	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
Month trip started:											
December to March . . . . .	61%	69%	43%	18%	18%	37%	23%	35%	16%	18%	59%
April to May . . . . .	13	11	15	14	7	21	13	14	8	14	17
June to September . . . . .	16	11	29	55	69	27	47	36	67	45	9
October to November . . . . .	10	9	13	13	6	16	18	15	10	24	15
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

**CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975  
BY SEASONALITY OF TRIP ( MONTHLY )**

					New England				Eastern Gateway			George Wash- ington Country
	Canada	Europe	Carib- bean	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Month trip started:												
January . . . . .	2%	2%	8%	5%	1%	*%	1%	1%	2%	2%	4%	2%
February . . . . .	2	4	19	8	1	—	2	—	2	2	*	7
March . . . . .	3	9	19	9	1	1	1	*	5	7	—	6
April . . . . .	3	7	16	6	2	1	2	3	6	8	—	8
May . . . . .	5	8	3	5	3	1	4	6	4	5	1	5
June . . . . .	11	15	7	6	10	11	10	7	7	6	12	3
July . . . . .	30	14	1	20	40	47	35	38	31	25	46	19
August . . . . .	22	12	6	16	26	29	27	24	23	23	22	20
September . . . . .	9	8	3	7	6	6	4	6	6	7	6	13
October . . . . .	7	4	2	7	8	2	11	11	9	12	1	11
November . . . . .	3	11	3	5	1	1	1	1	1	1	1	5
December . . . . .	3	5	14	6	2	1	3	4	5	3	8	2
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	268	120	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
Month trip started:											
January . . . . .	10%	13%	7%	5%	2%	7%	3%	6%	2%	2%	13%
February . . . . .	18	21	13	4	5	12	7	11	4	2	20
March . . . . .	19	20	16	5	6	17	10	15	7	5	18
April . . . . .	9	7	11	6	4	14	6	7	4	9	12
May . . . . .	4	4	4	8	3	6	6	7	4	7	5
June . . . . .	2	1	3	4	12	4	9	7	12	7	2
July . . . . .	7	4	13	19	32	8	13	9	19	9	2
August . . . . .	4	3	6	21	14	1	14	11	19	9	3
September . . . . .	3	2	7	11	12	13	12	10	16	13	3
October . . . . .	4	2	7	9	3	5	9	8	7	10	3
November . . . . .	6	7	6	4	3	11	9	7	3	14	12
December . . . . .	14	16	7	5	5	1	3	3	2	2	7
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

Note: Totals may not add to 100% due to rounding



**CANADIAN VACATION TRAVELERS TO THE U.S. IN 1975  
BY TYPE OF ACCOMMODATION IN U.S.**

	Total U.S.	New England			Eastern Gateway			George Wash- ington Country	
		Total	Maine	Massa- chusetts	All Other	Total	New York		New Jersey
Motel . . . . .	37%	40%	43%	30%	45%	37%	34%	41%	43%
Hotel . . . . .	25	9	6	13	10	20	25	7	27
With Relatives . . . . .	18	18	9	33	18	21	22	20	24
With Friends . . . . .	11	6	6	9	7	17	18	12	14
Private Campground . . . . .	10	19	29	17	17	7	6	12	3
Government Campground . . . . .	8	12	18	8	13	8	8	8	6
Other . . . . .	13	18	17	14	19	12	13	12	7
(Base) . . . . .	2071	392	206	106	142	365	268	108	104

	The South				Far West				U.S. Islands Region		
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia		Wash- ington	All Other
Motel . . . . .	45%	44%	61%	34%	58%	67%	42%	48%	41%	54%	17%
Hotel . . . . .	31	31	26	18	9	32	30	33	17	35	68
With Relatives . . . . .	10	10	14	38	13	20	17	17	19	9	3
With Friends . . . . .	10	10	9	19	12	15	13	20	13	9	0
Private Campground . . . . .	8	8	11	8	21	14	11	10	20	13	3
Government Campground . . . . .	4	5	5	11	18	16	13	13	20	17	3
Other . . . . .	14	14	12	9	19	19	11	10	13	10	22
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

## CANADIAN VACATION TRIPS, BY LENGTH OF STAY AND AREAS VISITED

	Average number of nights away on trips			
	1966	1973	1974	1975
Areas visited:				
Canada . . . . .	--%	11.4%	11.6%	12.0%
Atlantic Provinces . . . . .	15.1	13.0	12.5	13.8
Quebec . . . . .	11.1	12.3	11.4	12.5
Ontario . . . . .	13.5	12.3	11.7	12.4
Prairie Provinces . . . . .	15.3	13.2	14.3	13.6
British Columbia . . . . .	14.7	13.3	14.3	14.2
U.S.A. (Mainland) . . . . .	15.7	13.7	14.1	14.1
All other countries . . . . .	27.3	26.1	23.2	22.6

III-Q

TOTAL CANADIAN VACATION TRAVEL, BY LENGTH OF TRIP  
AND RESIDENCE AT TIME OF TRIP, 1966-75

	Average number of nights away on vacation trips			
	1966	1973	1974	1975
Residence at time of trip:				
Total Canada . . . . .	13.2%	13.0%	13.2%	13.2%
Atlantic Provinces . . . . .	12.8	12.6	12.2	10.5
Quebec . . . . .	12.2	13.8	13.1	13.4
Ontario . . . . .	13.4	12.9	13.1	14.1
Manitoba . . . . .	15.6	13.6	16.0	14.4
Saskatchewan . . . . .	12.8	12.9	13.7	11.2
Alberta . . . . .	12.4	11.2	12.6	11.6
British Columbia . . . . .	14.2	12.7	12.8	13.5

## CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975, BY LENGTH OF STAY

	New England					Eastern Gateway			George Washington Country
	Total U.S.	Total	Maine	Massachusetts	All Other	Total	New York	New Jersey	
Nights spent in U.S.:									
1 night	2%	4%	4%	1%	5%	5%	7%	—%	1%
2 nights	5	7	8	3	7	7	10	1	4
3 nights	9	11	12	12	12	12	13	8	15
4 nights	7	13	10	10	17	7	9	3	5
5 nights	6	6	6	4	5	7	9	2	6
6-8 nights	21	25	26	25	27	25	21	37	21
9-11 nights	9	6	6	9	5	8	6	14	12
12-17 nights	21	17	18	18	9	19	14	28	15
18-23 nights	8	6	7	9	10	7	7	6	11
24-45 nights	6	2	—	7	1	*	*	1	4
46 nights and over	3	1	1	1	—	2	3	—	2
Don't know/Can't remember	2	3	3	2	2	2	2	*	4
Total	100	100	100	100	100	100	100	100	100
Average number of nights	12.2	8.6	8.7	11.0	7.5	9.3	9.0	9.8	11.1
(Base)	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Mountain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	California	Washington		All Other
Nights spent in U.S.:											
1 night	—%	—%	—%	2%	2%	—%	1%	*%	2%	1%	—%
2 nights	3	1	6	6	10	—	3	*	9	—	—
3 nights	2	1	4	13	10	6	8	2	12	7	5
4 nights	2	1	3	10	12	3	7	3	11	3	3
5 nights	2	1	5	5	9	2	8	2	5	11	2
6-8 nights	15	16	9	19	17	3	22	16	22	21	15
9-11 nights	11	10	13	5	9	6	12	15	10	15	5
12-17 nights	29	31	21	10	16	23	18	26	13	20	53
18-23 nights	14	14	18	13	5	15	9	15	6	10	8
24-45 nights	14	15	13	12	3	15	6	10	3	5	3
46 nights and over	8	9	6	4	2	22	4	7	3	5	*
Don't know/Can't remember	2	2	2	2	6	5	3	5	5	3	5
Total	100	100	100	100	100	100	100	100	100	100	100
Average number of nights	19.7	21.1	17.5	13.6	9.8	28.2	12.6	18.1	9.8	13.2	12.7
(Base)	481	392	139	224	168	48	441	194	195	201	144

\* Less than 1/2 of 1%

## CANADIAN VACATION TRIPS TO THE UNITED STATES IN 1975, BY LENGTH OF STAY

	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
		Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Nights spent in U.S.:									
1-5 . . . . .	30%	41%	40%	29%	45%	38%	46%	14%	31%
6-11 . . . . .	30	31	32	34	33	33	27	51	33
12-17 . . . . .	21	17	18	18	9	19	14	28	15
18 and over . . . . .	17	9	8	17	11	9	11	7	18
Total . . . . .	100	100	100	100	100	100	100	100	100
(Base) . . . . .	2071	392	206	106	142	365	268	108	104
Average number of nights . . . . .	12.2	8.6	8.7	11.0	7.5	9.3	9.0	9.8	11.1

	The South					Far West					U.S. Islands Region
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington	All Other	
Nights spent in U.S.:											
1-5 . . . . .	8%	4%	18%	36%	42%	11%	27%	8%	39%	21%	10%
6-11 . . . . .	26	26	21	24	27	8	34	30	31	36	20
12-17 . . . . .	29	31	21	10	16	23	18	26	13	20	53
18 and over . . . . .	35	37	38	29	10	52	19	32	12	19	11
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144
Average number of nights . . . . .	19.7	21.1	17.5	13.6	9.8	28.2	12.6	18.1	9.8	13.2	12.7

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY USE OF TRAVEL AGENT**

	Canada	Total U.S.	New England				Eastern Gateway			George Wash- ington Country
			Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey	
Use of a Travel Agent :										
Yes . . . . .	8%	23%	6%	3%	8%	7%	12%	15%	4%	11%
No . . . . .	92	77	94	97	92	93	88	85	96	89
Total . . . . .	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	3808	2071	392	206	106	142	365	268	108	104

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
Use of a Travel Agent :											
Yes . . . . .	34%	36%	24%	17%	11%	28%	26%	38%	13%	28%	68%
No . . . . .	66	64	76	83	89	72	74	62	87	72	32
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY DECISION LEAD TIME**

	Total U.S.	New England				Eastern Gateway			George Wash- ington Country	
		Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey		
Decision Lead-Time:										
6 months or over . . . . .	13%	11%	10%	14%	13%	12%	13%	10%	10%	
4 to 6 months . . . . .	6	3	3	4	4	4	4	3	7	
2 to 4 months . . . . .	15	12	9	21	12	11	10	13	15	
4 weeks up to 2 months . . . . .	19	19	18	20	25	19	20	17	25	
2 up to 4 weeks . . . . .	21	26	31	21	21	25	21	35	26	
1 week before . . . . .	23	24	23	19	19	27	29	22	16	
During trip . . . . .	3	5	6	1	7	3	3	1	2	
Total . . . . .	100	100	100	100	100	100	100	100	100	
(Base) . . . . .	2071	392	206	106	142	365	268	108	104	

	The South			Great Lakes Country	Moun- tain West	Frontier West	Far West			U.S. Islands Region	
	Total	Florida	All Other				Total	Califor- nia	Wash- ington		All Other
Decision Lead-Time:											
6 months or over . . . . .	15%	17%	18%	18%	14%	19%	11%	14%	11%	13%	26%
4 to 6 months . . . . .	9	9	8	6	3	1	4	3	4	5	19
2 to 4 months . . . . .	20	19	22	15	19	34	17	23	13	17	17
4 weeks up to 2 months . . . . .	22	23	18	19	10	20	20	26	16	20	13
2 up to 4 weeks . . . . .	20	19	21	20	17	11	15	13	17	14	12
1 week before . . . . .	13	13	11	16	31	16	29	18	33	27	11
During trip . . . . .	1	*	2	7	6	1	4	3	5	4	2
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding

**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY FAVORABLE IMPRESSIONS OF U.S.**

	Total U.S.	New England			Eastern Gateway			George Wash- ington Country	
		Total	Maine	Massa- chusetts	All Other	Total	New York		New Jersey
<b>By Favorable Impressions of the U.S.:</b>									
Facilities . . . . .	30%	28%	28%	37%	42%	30%	33%	27%	36%
Physical beauty . . . . .	29	48	50	39	45	31	24	48	24
Weather . . . . .	23	13	18	10	9	10	7	18	11
People/Way of life . . . . .	19	18	19	17	19	16	18	14	18
Attractions . . . . .	17	9	6	11	13	14	17	5	30
Miscellaneous . . . . .	19	27	20	20	18	19	20	18	24
None mentioned . . . . .	17	14	11	15	14	23	24	17	22
<b>Total . . . . .</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>(Base) . . . . .</b>	<b>2071</b>	<b>392</b>	<b>206</b>	<b>106</b>	<b>142</b>	<b>365</b>	<b>268</b>	<b>108</b>	<b>104</b>

	The South				Far West				U.S. Islands Region		
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia		Wash- ington	All Other
<b>By Favorable Impressions of the U.S.:</b>											
Facilities . . . . .	24%	23%	28%	31%	32%	45%	44%	26%	58%	41%	15%
Physical beauty . . . . .	27	23	40	20	33	36	23	25	25	24	46
Weather . . . . .	52	60	32	12	8	26	19	26	11	21	59
People/Way of life . . . . .	17	18	20	20	28	35	26	26	25	30	25
Attractions . . . . .	19	18	19	17	19	28	23	28	20	28	16
Miscellaneous . . . . .	16	15	18	24	17	39	17	20	14	29	6
None mentioned . . . . .	6	6	5	25	20	2	14	14	15	12	9
<b>Total . . . . .</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>(Base) . . . . .</b>	<b>481</b>	<b>392</b>	<b>139</b>	<b>224</b>	<b>168</b>	<b>48</b>	<b>441</b>	<b>194</b>	<b>194</b>	<b>201</b>	<b>144</b>

Note: Totals may not add to 100% due to rounding



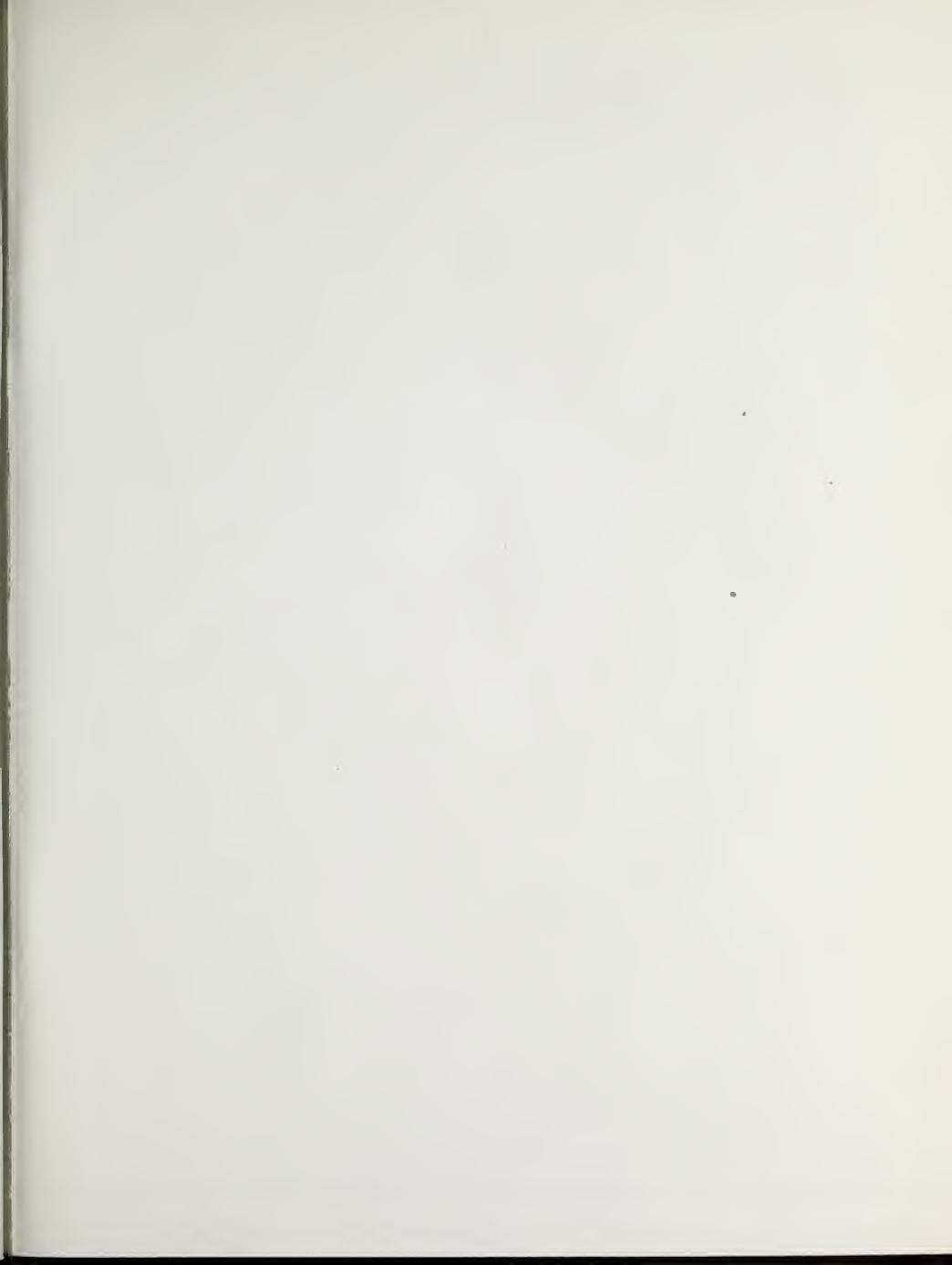
**CANADIAN VACATION TRAVEL TO THE UNITED STATES IN 1975  
BY UNFAVORABLE IMPRESSIONS OF U.S.**

	New England					Eastern Gateway			George Wash- ington Country	
	Total U.S.	Total	Maine	Massa- chusetts	All Other	Total	New York	New Jersey		
Unfavorable Impressions of the U.S.:										
Nothing disliked . . . . .	58%	58%	60%	47%	59%	47%	46%	49%	52%	
Social conditions . . . . .	16	14	9	21	14	26	28	23	18	
Facilities . . . . .	8	10	9	11	13	18	19	16	10	
Weather . . . . .	5	5	4	2	3	3	4	2	*	
Attitudes . . . . .	5	4	5	1	3	7	7	5	11	
Prices . . . . .	3	3	4	1	2	3	4	2	6	
Miscellaneous . . . . .	11	15	5	9	16	15	15	13	12	
Total . . . . .	100	100	100	100	100	100	100	100	100	
(Base) . . . . .	2071	392	206	106	142	365	268	108	104	

	The South					Far West				U.S. Islands Region	
	Total	Florida	All Other	Great Lakes Country	Moun- tain West	Frontier West	Total	Califor- nia	Wash- ington		All Other
Unfavorable Impressions of the U.S.:											
Nothing disliked . . . . .	61%	64%	46%	56%	53%	52%	59%	50%	65%	55%	53%
Social conditions . . . . .	11	10	15	16	9	13	13	19	13	14	26
Facilities . . . . .	8	8	8	5	6	—	5	5	4	8	11
Weather . . . . .	5	3	8	5	12	18	7	7	10	6	3
Attitudes . . . . .	7	8	7	6	7	3	4	3	3	6	1
Prices . . . . .	4	4	4	3	9	*	3	3	4	3	10
Miscellaneous . . . . .	12	11	20	21	16	18	20	16	14	17	13
Total . . . . .	100	100	100	100	100	100	100	100	100	100	100
(Base) . . . . .	481	392	139	224	168	48	441	194	195	201	144

Note: Totals may not add to 100% due to rounding









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